

The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



NOT AN ANTIQUE SHOP but one of the antique-furnished call offices that are drawing customers to the stores of Alexandria (Virginia) Cleaners. Entrance to call racks at left matches cupboard at right in design. See story on page 54

Drive-in profitably replaces seven stores...Page 40

A personnel program that holds employees...Page 46

Rotary-pump design, installation, care.....Page 74

SEPTEMBER, 1954

Faster production is

"in the bag" with **HYFLO**



THERE'S REALLY NO TRICK to turning out more washer loads per day when you filter with Hyflo*.

Hyflo keeps solvent flowing freely—keeps filter pressures low longer—cuts down on time spent cleaning filter screens.

Characteristics specially suited to dry cleaning requirements make Hyflo the *high speed* filter powder. Particle fineness is exactly right for trapping dirt (lint, dust, and other solids). The crystal-clear solvent passes freely through the cake that builds up on the screen.

*Reg. U. S. Pat. Off.

Hyflo lowers your solvent recovery costs, too! It does such a thorough job that solvent requires distilling less often . . . therefore needs replacement less frequently.

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the new Sixth Edition of the 52-page Dry Cleaners' Handbook. It's yours without cost or obligation. Write to Johns-Manville, Box 60, New York 16, New York. In Canada, 199 Bay Street, Toronto 1, Ontario.



Johns-Manville HYFLO

THE ORIGINAL HIGH SPEED FILTER POWDER

THIS
MONTH
24 MILLION
PEOPLE
SAW THIS AD
IN **LIFE**

...AS PART OF A GIGANTIC PROMOTION

BEAMED DIRECTLY TO YOUR CUSTOMERS! HERE'S THE STORY: THE NEW

LINT-FREE...CLING-FREE DRY CLEANING CAMPAIGN

... BACKED BY EFFECTIVE SALES AIDS AVAILABLE THROUGH YOUR JOBBER ...

CAN MEAN *LAND-SLIDE SALES* FOR YOU — FOR YEARS!

THESE SALES AIDS ARE DESIGNED TO

HELP YOU SELL!

1. NEWSPAPER MATS! To get to the customers!
2. WINDOW BANNERS! To attract attention!
3. GARMENT TAGS! To tell the whole story!
4. RADIO SPOTS! To stimulate more business!
5. PUBLICITY RELEASES! A proven success!
6. LIFE PROMOTION! To back your local promotion!



at last... **FREEDOM**
NEW DRY CLEANING DISCOVERY means
all fabrics can be cleaned to be
free of lint **LINT-FREE**
and stay...
free of static **CLING-FREE**
and stay...

It's new... a miracle process! Now all fabrics...
from dark, soft finished wools to new synthetics
"man-made fibres"... can be dry cleaned through
the "Buckeye Clean-Charge" process with this
amazing result: the fabric actually repels lint... even
minute lint and dirt particles. The fibres themselves
are cleaner, and stay cleaner... colors and pat-
terns remain bright and fresh looking weeks longer.
Even troublesome "clinging" static is removed
by leading independent laboratories, has solved one
of the major problems of the dry cleaning industry.
Watch for the progressive cleaner in your community
who features "Lint-free," "Cling-free" cleaning.

in lighter, cleaner clothes,
most as lint free
... cling-free cleaning,
completely safe and effective
on all fabrics and in all colors.

YOUR CLEANER IS YOUR CLOSET'S BEST FRIEND

Special agents for the Buckeye Clean-Charge process
THE DAVIES-YOUNG SOAP COMPANY
Dayton, Ohio

A well-planned promotional package designed to create consumer demand for Lint-Free, Cling-Free Cleaning at your plant! The Sales aids available to all dry cleaning plants using Buckeye Clean-Charge* will help build the greatest sales volume in history!

Contact your Buckeye jobber for complete details on this power-packed tie-in with LIFE magazine.

*Patent applied for Product and Process.



2 NEW PRESSING SURFACES

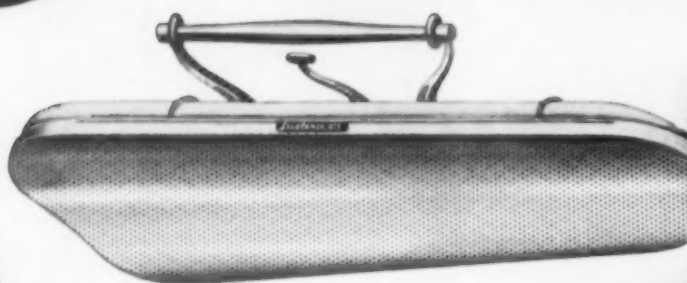
fabric-reviving

The Only

for
SILKS
and all
lustrous
fabrics

LUSTERplate

Highly-Polished Micro-Perforated Surface



DOUBLE PLATE

BUILT-IN CONDITIONER
AND DIFFUSER FOR STEAM

Eliminates need of hothead press

INTERCHANGES FAST WITH WOOL PLATE ON UTILITY PRESS

Finishes all the "problem silks"

PERFECTLY... SPEEDILY... SAFELY

Improves quality of finishing

ON COTTONS, SATINS, TAFFETAS, GLAZED FABRICS

Slashes finishing time & costs

...THREE TIMES FASTER THAN HAND IRONING

Increases finishing efficiency

UTILITY PRESSES HANDLE ALL TYPES OF WORK

Lusterplate slips onto the head of a regular utility press in seconds. Its polished, finely-perforated surface and built-in steam-conditioner make it finest for finishing lustrous textiles. Produces luxurious sheen without ugly shine—easily, quickly, safely.

Unique pressing face handles hard-surfaced, hard-to-finish fabrics better than any other method. An exclusive built-in steam-conditioner prevents fabric damage from steam marks, waterspotting or too-high heat; avoids brittleness, scorching or over-glazing.



Makes utility presses ideal for all luster fabrics



Now, draperies done perfectly on any utility press

LUSTERplate now available for all utility presses...

ORDER FROM YOUR JOBBER

© 1954

Davis
SPECIALTIES INC.

LUSTERplate IS A PRODUCT OF

EVANSTON, ILL.

Plates Safe for Heat-Sensitive Fabrics

for
WOOLS
and
wool-like
fabrics

Cat-Tongue

TEXTURED Fabric-Reviving PRESSPLATE



PATENTED
& Pat. App. For

Sensationally different

USHERS IN A NEW ERA IN FINISHING

GONE FOREVER



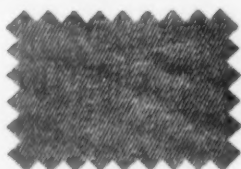
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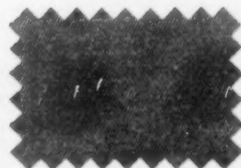
**STEAM
MARKS**



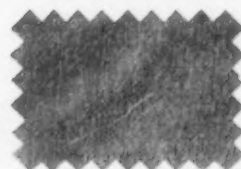
**90% OF
SHINE**



IN BY ORDINARY GRID

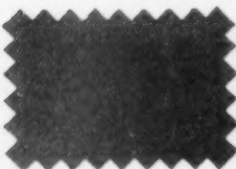


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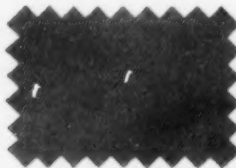


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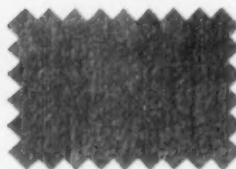
"CAT-TONGUE" ENDS ALL
PROBLEMS OF PRESSING
GABARDINE, SYNTHETICS



GONE WITH "CAT-TONGUE"



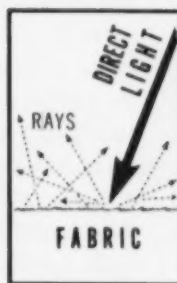
GONE WITH "CAT-TONGUE"



GONE WITH "CAT-TONGUE"

HERE'S WHY
CAT-TONGUE
CUTS SHINE:

FIBERS ARE NOT
FLATTENED, LIGHT
RAYS SCATTER
AT MANY ANGLES
INSTEAD OF ONE,
FOR A SOFT, EVEN
FINISH.



It's NEW, totally DIFFERENT:
New surface, new construction,
new performance. Obsoletes
all previous methods. Produces
unequalled quality...cuts
do-overs 90%...speeds pro-
duction 30% or more. The
perfect pressing you always
wanted. For absolute PROOF,
ask your supplier for demon-
stration NOW.

LIMITED QUANTITY AVAILABLE FOR
ALL MODELS OF CLEANING PRESSES

**ORDER FROM
YOUR JOBBER**

Davis
SPECIALTIES, INC.

CAT-TONGUE IS A PRODUCT OF

EVANSTON, ILL.

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The...National
CLEANER & DYER

VOLUME 45
NUMBER 9
SEPTEMBER
1954

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Continuing what seems to be turning into a series on oldies, you might be interested in the experience of Ray Miller who masterminds and owns three plants in the Boston suburban area. Ray, the Frank Buck of the drycleaning industry, has found that animals are a formidable—almost irresistible—at-

Call of the Tame

traction. The basic reasoning might be summed up, "If you get the kids coming, the customers can't be far behind."

The first beast Ray cashed in on was a pony. The pony doubled in brass as a sign puller (Faster Than the Pony Express—Queen Cleaners!) who toured the neighborhood, and as a saddle mount for youngsters who loved the free rides and lined up for a block to climb aboard.

Unfortunately, this four-footed salesman didn't last too long. It wasn't that he couldn't stand the gaff, but that stabling him at the only convenient place in the neighborhood violated a board of health ordinance. Mr. Miller had to let him go three years ago.



The next attraction was a pair of rabbits. Ray displayed them in a big wire cage in front of the plant during the Easter season, and you'd think that the Newton kids had never seen one before. The local schoolteachers even brought droves of pupils over (see photo) for a little nature study.

Ray stretched the value of his animal deals neatly by taking snapshots of the crowds and displaying them in the call office. Almost every mama dropped by to see how her child looked in the pictures.—Phil Greene

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NATIONAL CLEANER & DYER

RESEARCH FELLOWSHIP

A research fellowship was conducted at the National Institute of Drycleaning during the months of March and April, 1954.

This fellowship pertained to Street's Automatic Conductivity Control Process.

Results of the fellowship have been printed in NID Bulletin F-14 which reports on the equilibrium maintained between water in solvent and water in fabrics.

F-14 has been mailed to 23,500 cleaning plants on the North American continent. If yours failed to come to your attention write for another copy.



561 W. Monroe St., Chicago 6, U.S.A.

Here's what you get when you dryclean with "PERCLENE"*

PERCHLOROETHYLENE

- **"PERCLENE" GIVES CUSTOMER SATISFACTION**—Colors are brighter . . . clothes come out looking fresh and new, with their original soft hand. Every satisfied customer means repeat business for you.
- **"PERCLENE" PERMITS SHORT CLEANING CYCLE**—You can offer high-quality, "same-day" service, and still have plenty of time to give garments proper finishing. And getting clothes out faster means fewer garments to store.
- **"PERCLENE" IS RE-USEABLE**—You can condense vapors from garments quickly and easily. "Perclene" stability permits repeated distillation, allowing it to be used again and again.
- **"PERCLENE" IS SAFE**—Because it is nonflammable, you can operate your shop safely at lower insurance rates.
- **"PERCLENE" IS BACKED BY DU PONT**—As the pioneer of drycleaning with synthetic solvents, Du Pont offers expert advice on how to get the most from your cleaning unit . . . how to increase your profits by cutting operating costs. Your "Perclene" distributor has complete information on Du Pont drycleaning solvents, and will be glad to assist you with all phases of your cleaning program.

TELL YOUR CUSTOMERS YOU DRYCLEAN WITH DU PONT "PERCLENE"



Get this colorful Du Pont decal from your "Perclene" distributor to display in your shop. It will let your customers know you are using "Perclene", the solvent made especially for drycleaning by Du Pont, pioneer in the field of synthetic solvents. This sign of quality drycleaning will help you build customer confidence.

*Reg. trade-mark

DU PONT "PERCLENE"*

Perchloroethylene Drycleaning Solvent

MORE

ANSWERS

TO QUESTIONS ON DRYCLEANING

Q. I'm a regular reader of your Questions and Answers column, and I notice you always recommend cleaning lint screens after every load. Why?



A. Any accumulation of fine lint in the holes of a lint screen or bag interferes with the flow of drying air and slows up drying. This also puts added pressure on the bag, which, over a period of time, may cause holes that allow lint to be deposited on the condenser. And, of course, a dirty or blanketed condenser will not condense as much solvent vapor.

Q. I own two synthetic units and find that one leaves much less solvent in the garments after extraction than the other. How come?



A. No doubt the machines you are operating have different extraction speeds. Naturally the slower machine leaves more solvent in the garments. To obtain the same solvent economy as the machine with the higher extraction speed, the load in the slower machine should be dried longer. This will permit the extra solvent to be recovered.

NOTE: A pictorial survey of current synthetic drycleaning equipment, with manufacturers specifications, is presented in Vol. 19, No. 1 of the Du Pont "MODERN DRYCLEANER." For your copy, write to the Du Pont Drycleaning Service.

IF YOU HAVE ANY QUESTIONS concerning specific drycleaning problems, our technical staff will be glad to answer them for you. Address inquiries directly to:

DU PONT DRYCLEANING SERVICE
ELECTROCHEMICALS DEPARTMENT
E. I. DU PONT DE NEMOURS & CO. (INC.)
WILMINGTON 98, DELAWARE



Better Things for Better Living

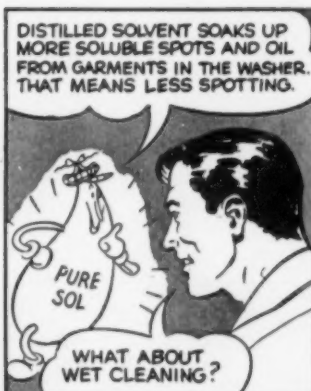
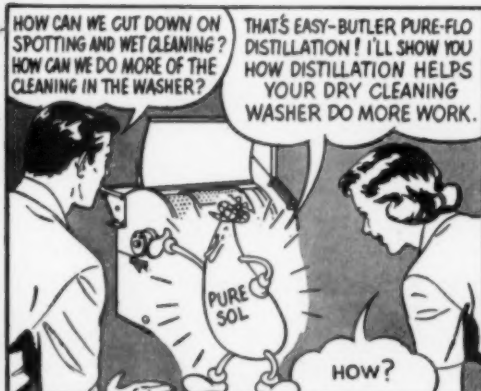
... through Chemistry

NATIONAL CLEANER & DYER



Distilled Solvent

**MEANS LESS
SPOTTING, LESS
WET CLEANING**

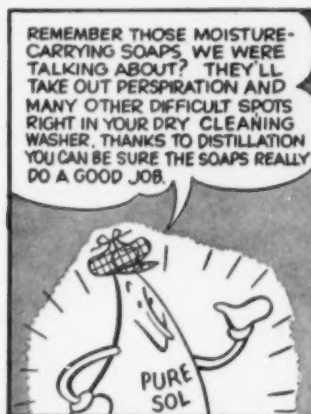


**Here are 3 reasons
why you'll want a
BUTLER**

Pure-Flo® Still



50 gph
Butler
Still



- 1. Cheaper . . .** It costs only 1/10 of a cent a gallon to distill solvent with your BUTLER Pure-Flo Still!
- 2. Easier** Automatic controls do the distilling job for you . . . automatic temperature, heat and solvent feed controls!
- 3. Faster** You can use *any* soap or soap formula . . . do more cleaning in washer . . . get more out of *all* equipment—faster!

Don't let spotting and wet cleaning rob you of profits! Find out if dirty solvent is the thief! Write today to have a BUTLER representative test your solvent right in your own plant.

No matter what cleaning equipment you need—CALL BUTLER FIRST!

See your Butler sales representative, or write:

BUTLER MANUFACTURING COMPANY
7452 E. 13th Street, Kansas City 26, Missouri

BUTLER
STEEL PRODUCTS

Manufacturers of Oil Equipment
Steel Buildings • Farm Equipment
Cleaners Equipment • Special Products

Factories located at Kansas City, Mo.
Galesburg, Ill. • Richmond, Calif.
Birmingham, Ala. • Minneapolis, Minn.

get



**two washer
at fraction**

Make a team of the HOFFMAN H-Jet "Cold" cleaning unit and the VAPOSAVER — and you've got a perfect combination in your plant that will give you the production of TWO washers when you need it . . . all at an important saving in investment. The VAPOSAVER doubles your washer output by taking over the drying-recovery function — letting two loads get the cleaning treatment in the time usually required for one cleaning-extract-recovery cycle.

Both the H-Jet "Cold" unit and the VAPOSAVER feature the HOFFMAN open-end cylinder. The absence of partitions in the cylinders speeds up loading and unloading in both machines. The H-Jet gives a more vigorous cleaning action, with the garments getting the full drop across the cylinder's width into the bath.

The VAPOSAVER offers faster vaporizing of solvent . . . and faster, colder condensing, than any other unit—for complete solvent recovery. Therefore the Hoffman VAPOSAVER dries loads, and recovers more solvent—faster and more effectively than any other recovery unit built!

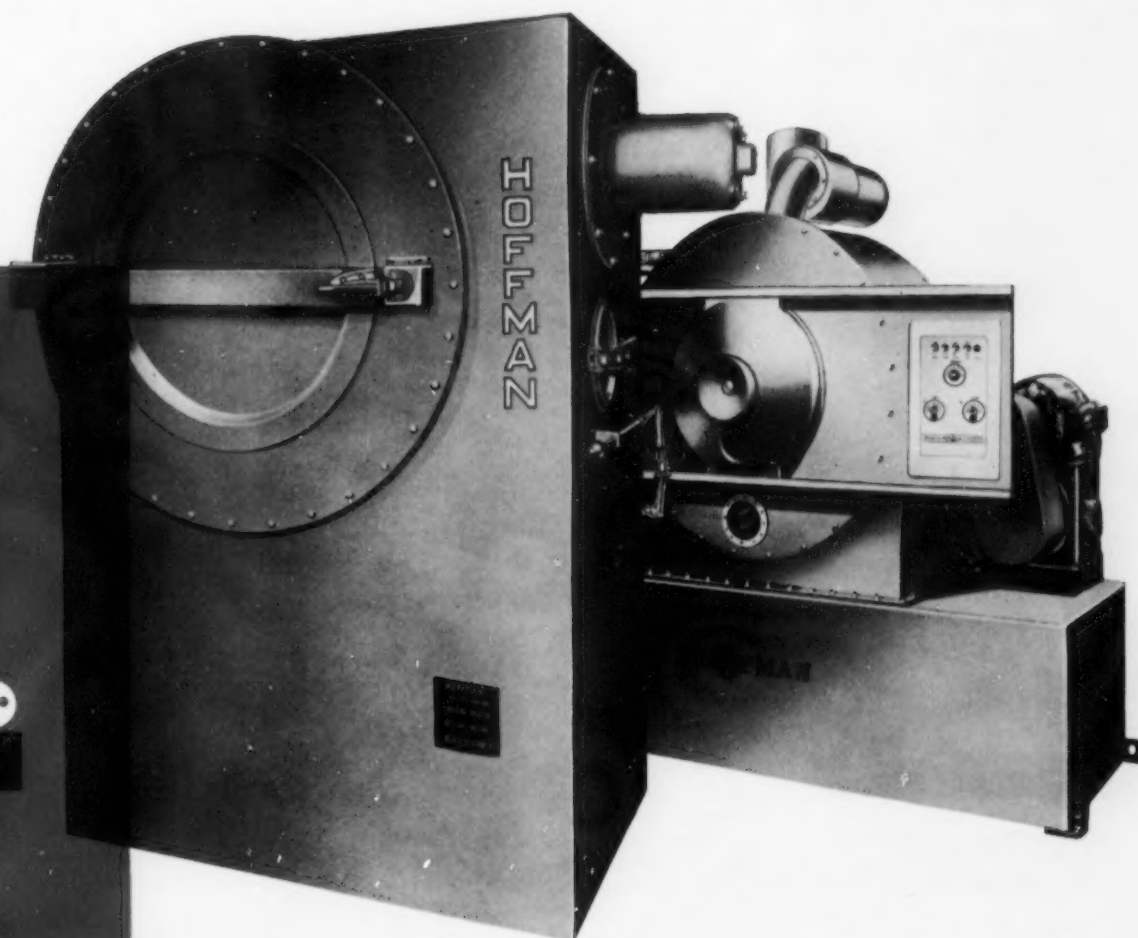
Let your HOFFMAN representative show you more about how the VAPOSAVER can join with the H-Jet to improve your production picture . . . with a minimum of outlay. Get in touch with him directly — or send in the coupon for full information.

U.S. HOFFMAN

MACHINERY CORPORATION

105 FOURTH AVENUE, NEW YORK 3, N. Y.

**production
over one washer cost!**



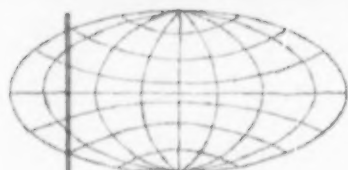
U. S. HOFFMAN MACHINERY CORPORATION
105 Fourth Avenue, New York 3, N. Y.

Please send me the full story on the HOFFMAN VAPOSAVER-H-JET Team.
I am using.....machines of.....lb. capacity each.

Name.....

Address.....

City.....State.....



*Sold and
Serviced
throughout
the World!*

MARLOW PUMPS • RIDGEWOOD, NEW JERSEY
Division of BELL & GOSSETT COMPANY

LETTERS to the EDITOR

Insurance Ratings on Conversions

To the Editor:

Your letter addressed to the National Board of Fire Underwriters Testing Division, Chicago, has been referred to this office for reply. Insurance rating is outside the activities of Underwriters' Laboratories, Inc., and any questions relating to such ratings should be referred directly to the insurance organization concerned. Insofar as New York State is concerned the New York Fire Insurance Rating Organization in your city might be of assistance.

Generally any changes in the design of a listed device constitute nullification of listing but here again the inspection authority concerned is the one who should be consulted. Our services end at the plant of the manufacturer and do not cover installations of devices even though they are listed.

Our listing on Class III drycleaning systems using so-called 140°F solvent covers the complete system and not the individual parts, except in the case of drying tumblers which are listed separately by our Chemical Department. A listed system, however, includes in its assembly a listed tumbler.

For further information on this subject you may feel at liberty to address our New York office located at Butterick Bldg., 161 Sixth Ave. Our Mr. E. J. Huber at that office is in a position to furnish additional information if desired.

Enclosed is a copy of our pamphlet "Testing for Safety" relating to the organization, purposes and methods of Underwriters' Laboratories, Inc., which we believe will be of interest to you.

W. W. REYMER
Senior Associate Engineer,
Gases and Oils
Underwriters' Laboratories, Inc.
Northbrook, Ill.

Last month we published two letters explaining why conversion of a 140°F cleaning unit to the two-bath system may violate the Underwriters' Laboratories listing of the unit. The above letter from a U/L executive explains that organization's position in the matter.

If your insurance rates are based, in part, on the validity of the U/L seal on your equipment, you had best check

with your insurance agent before converting or otherwise modifying your unit. If your changes are properly engineered and installed, it may be that your rates will be unaffected even though the U/L approval of the unit is voided. Also, it is smart practice to check proposed changes with the manufacturer of your equipment.—EDITOR

Beneficial Visit

To the Editor:

I am very happy to inform you that I have arrived safely at Yokohama on the 30th of April, aboard the *President Wilson*.

May I take this opportunity to thank you again for the kind assistance you have rendered me during my stay in the U. S.

I sincerely hope that the standard of laundry and drycleaning service in our country will come up to the same level as U. S. very soon, and my visit to your country has been very beneficial, not only for my company but also for my country. I would like to say, I have learned a lot about "democracy in action."

I hope you can visit my country in the future, and see our plants and other plants in Japan.

HIROSHI MATSUMOTO
Managing Director
Hakuyosha Company, Ltd.
Tokyo, Japan

Manual Admired Abroad

To the Editor:

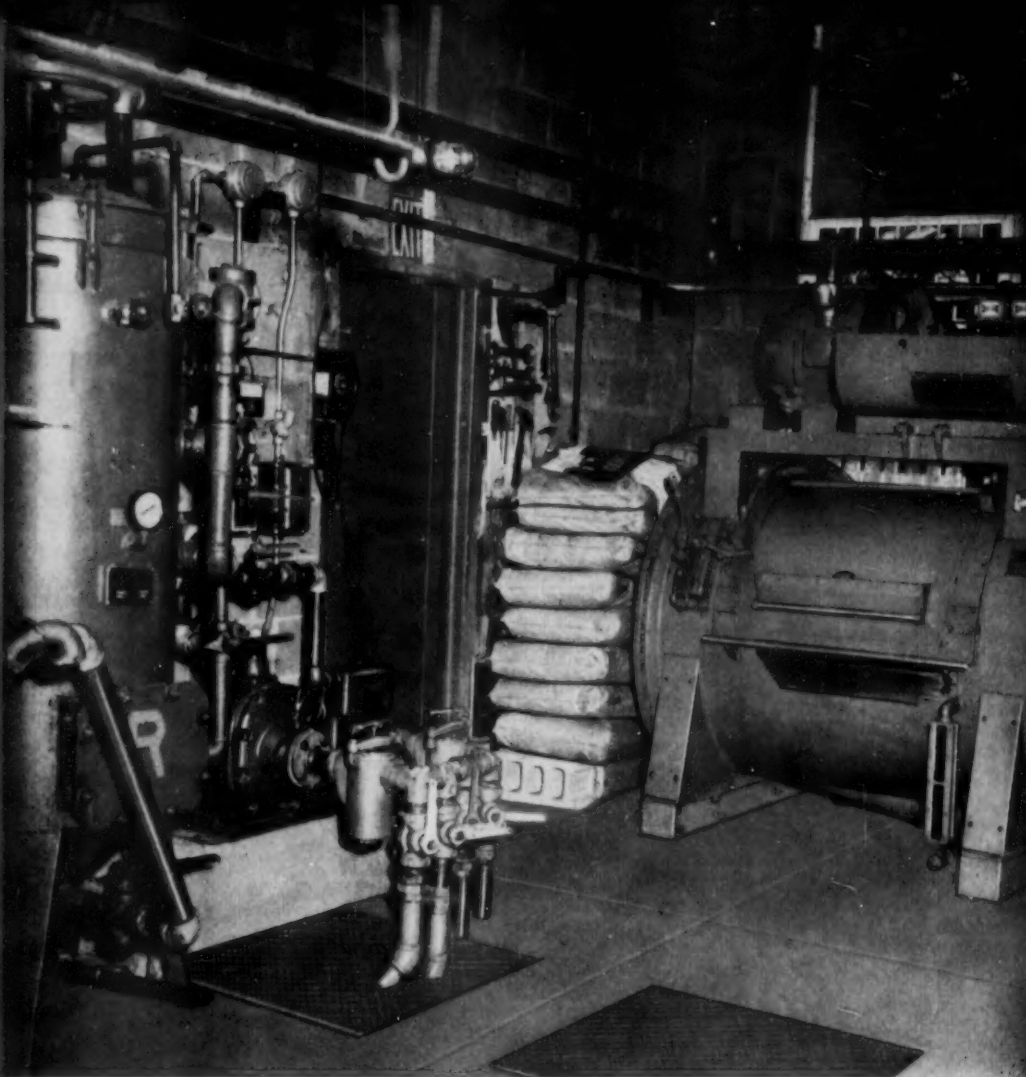
I have now received the copy of the Silk Finishing Manual which you so kindly sent.

Now this really is something! It opens up a whole string of possible production simplifications as well as providing the first really practical job analysis I have come across in drycleaning plant procedure. Dare I hope that you will be publishing similar manuals on other drycleaning processes?

I very much appreciate your assistance and your kindness, and may I wish you "more power to your elbow."

G. LOWE
General Manager
Stuarts Express Dyers & Cleaners Ltd.
Maidstone, Kent, England

NATIONAL CLEANER & DYER



IT'S QUIET AND CLEAN IN THE WASHROOM of Park Cleaners of Lynbrook, L. I., with Marlow Self-Priming Pumps on the job. Two quiet, dependable Marlows, one handling strong soap solution, the other rinse solution, pump from underground tanks through filters to a washer-extractor, giving low-cost, efficient service. The pumps at Park, like all Marlows, have mechanical shaft seals that keep solvents off the floor . . . reducing fire hazard and fumes.

marlows are economical!

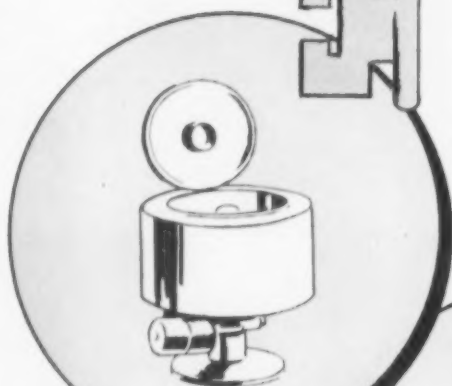
Performance proves Marlow Self-Priming Centrifugal Pumps are best for handling all types of dry cleaning solvents. Flow interruptions caused by loss of prime are *corrected automatically* by the pumps . . . even when located above the solvent level. Simplicity of construction make Marlows *economical to operate and maintain*. On new machines, or replacement, make it a Marlow. See your Marlow dealer or write for Bulletin DC-53.

MARLOW PUMPS • RIDGEWOOD, NEW JERSEY
Division of BELL & GOSSETT COMPANY

Sec...Your Key to

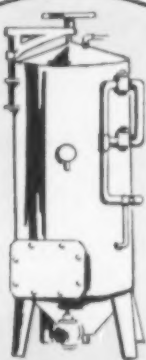
Superior Economical Cleaning

Finer Cleaning—Less Effort—Greater Profits . . . that's the matchless combination offered you by the new SEC synthetic cleaning systems. Today's SEC, competitively priced, is individually tailored to meet both your present and future requirements. Capacities from 90 to 500 lbs. A postcard will bring you by return mail all the facts on why your best bet is today's SEC.



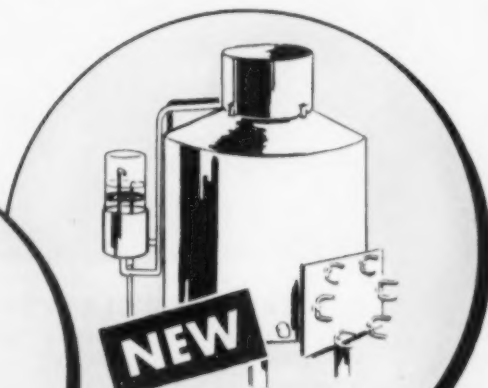
Washer Extractor

With SEC's exclusive washing action, solvent flows through garments gently and continuously. Never half in and half out of the solvent. It is the logical way to get cleaner clothes in one-half the time. Washes and extracts in same basket. No weighing of loads.



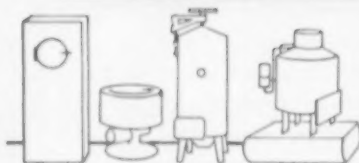
Sec-Olson Filter

Finest filtration system in the world. Another exclusive of SEC. Tubular type filter with 3,000 gallon capacity. Requires no shutdowns, scraping or hard, messy work. Operates continuously during cleaning cycles. Completely automatic.



SEC VERSATILE Reclaimer

Reclaim up to 95% of solvent with this newest type of reclaimer. During cleaning cycle, waste sludge is blown directly from filter into reclaimer. Fast solvent recovery. Also used for distillation (50 gals. per hr.). Has exclusive combination water-separator and solvent-cooler.



SEC CLEANING SYSTEMS

SEC-o-matic Corp., 55 La France Ave., Bloomfield, N.J.

A SUBSIDIARY OF



GENERAL
PRECISION
EQUIPMENT
CORPORATION

COLUMBIA-SOUTHERN® PERCHLORETHYLENE

your full measure of value!

QUALITY

Manufactured to highest standards, you can be certain Columbia-Southern Perchlorethylene is of consistent top quality and good stability.

EXPERIENCE

Columbia-Southern has been producing chemicals for over half a century. Personnel are carefully selected and trained.

FACILITIES

Columbia-Southern's Perchlorethylene plant at Barberton, Ohio, is among the most modern.

SUPPLY

You can always depend on supply because Columbia-Southern is the world's largest merchant producer of chlorine, the basic raw material in Perchlorethylene.

SERVICE

Distributors have been selected for their alertness, progressiveness, and good service. There is one located near you.

DRUM DESIGN

The most practical Perchlorethylene drum devised. Saves lifting and struggling; prevents accidents. Can be emptied from the top with centrifugal pump.

See Your Distributor Now!

COLUMBIA-SOUTHERN CHEMICAL CORPORATION

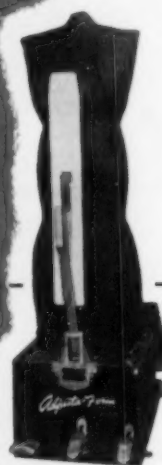
SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY
ONE GATEWAY CENTER · PITTSBURGH 22 · PENNSYLVANIA



DISTRICT OFFICES: Cincinnati • Charlotte
Chicago • Cleveland • Boston • New York
St. Louis • Minneapolis • New Orleans
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San Francisco

The Greatest
Achievement in
Finishing
the original *Adjusta-Form*

Steam-Air Finisher



Presents
the improved

Adjusta-Form
model P-2

...handles more garments
...is easier to operate
...better quality

All the features of the
first Adjusta-Form

plus



...a
revolving form

This enables the operator without moving to inspect the back of any garment.

...lower height

The overall height of the new Adjusta-Form has been reduced from 6' 1" to only 5½ feet. Ideal for short and tall operators. Easier loading of dresses.



5½'



... adjustable
shoulders

From a size 3 jacket for a little child up to the largest man's coat. Forms perfect shoulders.

...only one foot pedal

Only one foot pedal instead of three for controlling both steam and air. No pedal overhang. Simple — no confusion.



The one thing not changed is the *basic principle*... that sold more original Adjusta-Forms than all other steam air finishers combined.



... aircraft type
control panel

These push-pull knobs, located at arm length level, control the size of the nylon form at the waist, hips and base. All controls are accessible after the garment is placed on the form.



... finishes more
dresses of all sizes

With Adjusta-Form's adjustable shoulders, dresses with extra small waists slip on and off the form with the greatest of ease. Only the Adjusta-Form with patented form controls can so effectively handle a dress of such proportions as a large bust, small waist and flaring skirt.

... no condensate pail
to empty

The need for a condensate pail has been eliminated. No chance of water overflow.



...and

Less floor space. New, easy-to-operate front and back clamps that function with the touch of the finger. Streamlined and beautified base. Solenoid valve is located on outside of machine for easy access. Polished aluminum neck for garments with high or low collars.

The model P-2 Adjusta-Form is the heritage of years of experience by the leader in the field of steam-air finishing. Buy with confidence and own with pride.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450 E. NORTH SENECA

See your Adjusta-Form jobber for immediate delivery.

WICHITA 12, KANSAS

SIGNS of the TIMES

Labeling Plan Advanced: A Men's Wear Inter-Industry Committee met on June 29 in New York to receive the report and recommendation of a technical committee that had been working for nine months on the problem of uniformity of launderability labeling. Representatives of leading retail organizations, the laundry and drycleaning industries and the National Association of Shirt, Pajama and Sportswear Manufacturers were present.

Aimed at eliminating confusion and lack of uniformity in terms of reference in laundering and drycleaning of garments, the proposal reduces the number of such processing terms to the smallest consistent with the many types of textiles and garments in use. The plan is designed to apply primarily to men's and boys' shirts, pajamas and sport shirts, but it is understood that it can be extended to other types of garments.

While the exact format and language of the labels were not revealed, it is understood that there are four for laundering and one for drycleaning. They are designed to take care of all types of processing, including commercial laundering, home laundering in a machine, hand laundering and drycleaning.

The proposal now goes to the boards of directors of the respective groups for their approval, after which it is expected to be released to the public and offered as a recommended practice in all laundries, drycleaning establishments and in the home.

The Inter-Industry Committee consists of: M. J. Lovell, director-counsel of the National Association of Shirt, Pajama and Sportswear Manufacturers; William Burston, general manager of the merchandise division of the National Retail Dry Goods Association; Louis Rothschild, executive director of the National Association of Retail Clothiers and Furnishers; Isidore Immerman, counsel for the Associated Men's Wear Retailers of New York; George H. Johnson, vice-president, American Institute of Laundering, and Albert E. Johnson, director of trade relations, National Institute of Drycleaning.

The technical committee, which evolved the formula of labeling uniformity, includes: representing manufacturers—Hal Bellinson, Cluett, Peabody & Co., Inc.; Jack Craig, Wilson

Brothers; Robert McCreery, Phillips Jones Corporation; representing retailers—Charles W. Dorn, J. C. Penney Co., Inc.; Dr. Jules Labarthe, Mellon Institute of Industrial Research; Robert Stutz, Better Fabric Testing Bureau; representing the service industries—Louis Haviland, Morey LaRue Laundry Co.; Ralph B. Smith, New Jersey Laundry & Cleaning Institute; Albert E. Johnson, National Institute of Drycleaning.

#

Standards Project Pushes Ahead:

Laundering and drycleaning groups were among those invited to appoint representatives to participate in the development of the "All Textile" project for fabrics and products by Irwin D. Wolf, vice-president and general manager of Kaufmann Department Stores and chairman of the executive committee of the National Retail Dry Goods Association.

The project, known as L25, is sponsored by the NRDGA under the auspices of the American Standards Association. Work will cover the development of standards for fabrics and products of both natural and synthetic fibers used for wearing apparel and home furnishings.

J. Gordon Dakins, executive vice-president and treasurer of the NRDGA, pointed out that the new project will lay the foundation for "... stopping dissatisfaction of the consumer with excessive shrinking, loss of colors or permanency of finish."

The invitations went to national organizations representing retailers, wearing-apparel manufacturers, home-furnishings manufacturers, converters, wholesalers, finishers and dyers, and various other groups as well as to the textile maintenance industries.

#

Suit Against Coupon Promoters: The suit of Ruxton Cleaners and Har-Ted Craftsmen Dry Cleaners, Baltimore, against a firm of coupon promoters is close to a favorable conclusion for the drycleaners, according to the Maryland Drycleaners Guild, Inc. As it was reported in the June 1954 issue of NATIONAL CLEANER & DYER, page 18, the drycleaners had allowed the concern to sell coupons for drycleaning in their names. However, the drycleaners have alleged that the coupon pro-

motors disregarded the restrictions placed on the sale of the coupons as to their use and area. It was further alleged that the promoters misled purchasers of the coupons as to their use.

Attorneys on the case report that an order has been filed against the promoters. If this order is not complied with, it is likely that a final order of injunction will be issued against the promoters, barring them from selling coupon books in a large area of Baltimore and allowing damages to the cleaners.

#

Small Business Aid: Major steps involved in launching a sound cost-reduction program in a small business are discussed in a new management publication announced by Wendell B. Barnes, administrator of the Small Business Administration, Washington 25, D. C.

The leaflet, "How To Reduce Your Operating Costs," is No. 51 in the series of Management Aids for Small Business published by the SBA. It is available on request from all Small Business Administration field offices.

No. 52 in the series deals with "Loan Sources in the Federal Government." Among the types described are the Small Business Administration's loans, designed to enable small business concerns to finance plant construction, conversion or expansion, purchase of equipment, supplies or materials.

#

Safety Award: College View Cleaners and Laundry, Inc., Greenville, N. C., has won the state award of the North Carolina Motor Carriers Association, Inc., for safety and the national certificate of honor of the American Trucking Association. The company's trucks drove a total of 426,232 safe miles during the past year.

Guy Langston, safety director of the drycleaning establishment, said that 1953 was the first year that College View has had a safety program.

#

Cleanability Unimportant to Women: Only 6 percent of women look for good drycleaning properties and only 3 percent look for good laundering properties when they purchase dresses, according to Peter W. Webb in an



Fred Alper, President,
Thrift-D-Lux Cleaners



The main plant of Thrift-D-Lux Cleaners,
Los Angeles, Calif.

Here's one operator
who knows
he's

"making
money"
with



Pantex hydro-air presses!

One year ago, Thrift-D-Lux Cleaners, Los Angeles, determined to CUT COSTS BY *REALLY* MODERNIZING, tossed out 24 old-style presses — *some only six months old!*

To replace their old presses, Alper bought 24 new Pantex Hydro-Air Drycleaning Presses and later he bought 7 more because — his records showed these presses —

- caused less operator fatigue
- handled more production
- reduced overtime costs
- required less maintenance than any other press they had ever known!

Alper also found it was possible to train "green help" faster and easier with Pantex Hydro-Air Presses; he didn't have to look for experts!

If you'd like to actually see how Pantex Hydro-Air Drycleaning Presses can not only modernize but also build and protect your business, write, wire or phone your nearest Pantex representative.

PANTEX MANUFACTURING CORPORATION • PAWTUCKET, RHODE ISLAND

article in the *Canadian Textile Journal*, as quoted by a bulletin of the Canadian Research Institute of Launderers and Cleaners.

While 64 percent of dress purchasers require good looks and 50 percent look for durability in their garments, those who are conscious of the need of maintainability are far fewer. According to the CRI, this points up the fact that the textile maintenance industry has a big job to do in getting the consumer to place more importance on maintainability.

#

Safety Aids: "Accident Preventers," employee-training leaflets available from the National Safety Council, use few words and plenty of colorful car-

toons to teach safety to workers. They may be distributed at safety meetings, passed out by supervisors, enclosed in pay envelopes or made available for pickup at the timeclock. The National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill., offers sample copies and prices.

More help in safety is assured small business operators with an announcement by the NSC that its Small Business Program has received an additional grant from the National Association of Mutual Casualty Companies. The added funds will enable the program to extend even more help to associations, local safety councils and other business groups, the Council said.

To aid the small business man who has few employees and no safety staff,

the Small Business Program has published the booklet, "Plus Costs," which is available without charge from the Council. It tells how accidents eat away profits and outlines the "why" and "how" of accident control.

#

Fabric Standards: Progress in setting international fabric standards was reported by Leonard S. Little, textile consultant, at a meeting of the Executive Committee on Research and the Fastness-to-Light Committee of the American Association of Textile Chemists and Colorists. Mr. Little observed considerably less opposition by European groups to the Fade-Ometer as a means of testing lightfastness of colors at a conference of subcommittees of the International Organization for Standardization at Scarborough, England. Mr. Little noted that proposals made at the ISO session for recommended standards of lightfastness based on the blue scale would be less severe than present AATCC standards.

#

Public Service by Drycleaners: The South Texas Cleaners and Dyers Association, San Antonio, under the direction of Richard Ochoa of Owl Cleaners, sponsored a clothing drive for flood-stricken people of the Rio Grande area. Owl Cleaners served as a receiving station for donated clothing.

Herman May, operator of Superior Dry Cleaners, has been installed as president of the Warrenton (N. C.) Lions Club.

Charles Ross, a drycleaner of Columbus, Ohio, has been appointed chairman of the city's downtown business division of the United Appeal-Red Cross campaign.

#

New Service: "Questions and Answers," a new bulletin, is being sent to members of the Canadian Research Institute of Launderers and Cleaners. The bulletin is suited for circulation among staff members and should be of special interest to counter girls, routemen and checkers. It describes garments that have been damaged in processing and includes a laboratory report on them.

#

Open House for Future Customers: A group of students and their teacher, Mrs. Dorothy Richter, of Galilee rural school, Lind, Wis., recently visited Faultless Cleaners, Waupaca, Wis.

And you can take Dependable Dike's word for it, because he's merely quoting what we've been told by top drycleaners all across the country. Whether they're using the Filter Rinse method or the Separate Rinse Solvent method, all report that Dicalite Speedplus or Dicalite 7 give perfect results without affecting the charge. Some cleaners have asked about Dicalite Sweetener in charged systems. Here's what

Dependable Dike says: "Can be used, with proper care. All sweeteners tend to cut the charge, but if Dicalite Sweetener is used at the end of day's run, with activated carbon, followed by scrapedown and charge replenishment, fatty acids and color can be controlled with minimum effect on the charge."

But it's all in the new Dicalite Drycleaner's Filtration Manual; why not write for your free copy.

Dependable **Dicalite**
GREAT LAKES DIATOMACEOUS MATERIALS

DICALITE DIVISION, GREAT LAKES CARBON CORPORATION, 612 SOUTH FLOWER ST., LOS ANGELES 17, CALIFORNIA

HERE'S THE **SUPER STAR**

in the
CLEANING WORLD'S
FIRMAMENT...

HIGHER
SOIL
REMOVAL

REDUCED
LINTING

ODORLESS
PER-
FORMANCE

FASTER
ACTION

NO
DISTILLATION
TROUBLES

BUILDS
NO FILTER
PRESSURE

POTENT... POWERFUL... DETERGENT

CHARGEIT

with CHLOROPHYLL

by
NU-PRO

...the

SUPER CHARGE

for CHARGE SYSTEMS

that MEANS NEW

CLEANING EFFICIENCY

with

ECONOMY

TRY IT...FOR TOP RESULTS and SEE!

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2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

SEE YOUR NU-PRO JOBBER...
FIELD MEN WILL DEMONSTRATE...
OR WRITE US DIRECT FOR TRIAL ORDER

yes

THIS SOLVO-MISER IS

SUPER FAST



"Nothing compares with this new Solvo-Miser"*

— the pace setter in extremely fast reclamation.

It cuts reclaiming cycle up to 50%. It combines

all the timesaving features discovered by today's

extensive research. It keeps pace with the cycle

of any drycleaning machine on the market!

It's a labor saver, too!

— See these PLUS features:



Automatic Control Saves Operator Time

Set the timer and forget it. Drying and reclaiming cycle automatically completed, machine shut off, and operator notified. Permits faster rescheduling.



Lint Trap Cleaned in 45 Seconds

Keeps your Solvo-Miser clean—a must for fast, efficient reclamation and low maintenance.



Condenser Coil Cleaned Without Removal

Rarely needs cleaning because convenience and speed of Lint Trap makes operation almost lint-free.

Ask our distributor in your territory.

*Statement by nationally prominent executive in cleaning industry (name on request).



HOYT *Solvo-Miser*

HOYT MANUFACTURING CORPORATION • WESTPORT, MASSACHUSETTS

MAKE MONEY... "Spray Away"

- WETCLEANS
- SPOTTING
- RINGS

CALED'S NEW
SPRAY SPOTTER

In three words, this remarkable new Caled product CUTS LABOR COSTS. Now you can rush the work right through your plant... watch your profits pick up again... as wetcleans and spotting are cut to the irreducible minimum! We knew we had a mighty good product before we ever released our Spray Spotter. But it "took hold" even faster than we expected.

THERE MUST HAVE BEEN A REAL NEED FOR CALED'S SPRAY SPOTTER. THE ORDERS HAVE BEEN POURING IN FROM THE START!

Caled's Spray Spotter is for All Spotting Tanks, All Charge Systems, All Types of Solvents. No Skill Required. No Brushing (if you have a spray tank).

You'll be delighted how easily the spotting and wetcleaning problems will disappear. And your Spray-Spotted garments handle just like any other drycleaned garments... but without high cost "extras" for finishing. Without the grief!

HERE'S ALL YOU DO:

Mix 1 gal. of Caled Spray Spotter into 4 gal. water in any kind of spraying tank. Spray this solution on your badly spotted garments or those you normally have to wetclean, and throw them into the dry-cleaning wheel with a 1%, 1½%, or 4% Cal's Charge... or whatever you normally use... and rinse out at once.

Or — if you do not have a spray tank — dip a brush in the 1-to-4 solution, brush the liquid over the area, and rinse out in the charge solvent.

There's A Specialized Caled Product
FOR EVERY
DRYCLEANING NEED

CALED

BRENTWOOD

MARYLAND

PRODUCTS CO., Inc.



BUSINESS BUILDERS

Storage Promotion Is in the Bag



NEW GARMENT BAGS used by Joe Koplos, owner of Phoenix Cleaners, Rockford, Ill., feature picture of plant. Copy stresses drive-in facilities, fur and garment storage

Service Bar Adds Customer Convenience



About 90 percent of his plant's business comes in through the service bar located on the west wall of his building, according to Edward Stockholm, owner of Stockholm Cleaners in Los Angeles.

"It's so convenient to drive into our driveway, step outside the car and deliver or pick up a bundle that comparatively few customers use our beautiful front office," Mr. Stockholm said. "Also, the two-lane driveway works out much better than having a parking area. Customers drive in from

either Olympic or Rexford Drive, and the first one in is the first one out. This speeds up service. Besides, women drivers don't like angle parking."

The Stockholm service bar consists of a shelf 24 inches wide and about 7 feet long (for the portion actually used) extending outward from the wall and served by two sliding windows in metal frames. The extension of this shelf on both ends of the service bar is mainly for architectural effect and has no particular use. A neon sign tops the service bar, and

the entire area is sheltered by a wide canopy extending along the west wall of the building.

If no attendant is at the window when a customer comes in, the customer taps a bell on the ledge to receive prompt attention. Both sliding windows are used on Saturdays, when traffic is heavy and two attendants are required.

A printed sign in a black frame to the customer's right shows the days the garments may be picked up. It reads:

Cleaning received today will be ready (date).

Laundry received today will be ready (date).

Special service on each at your request.

Of course, the signs are changed daily.

The cash register is on a table inside the window immediately to the right of the attendant, and storage racks are directly behind the window.

The whole operation is designed to minimize the amount of walking the clerk has to do and to be convenient for the customer.

Personal-Touch Billing

A little warmth has been added to the usually cold monthly statement by Bob Lechner, partner in A. W. Zengeler Company of Winnetka, Illinois. He wrote a note in his handwriting which was electrotyped and printed on the inside of the envelope flap. It reads: "Please enclose the top of your statement. Incidentally, I always appreciate suggestions or comments. Jot them on the statement head. Thanks, Bob Lechner."

When they are returned with the checks, the statements contain a considerable leavening of comments. Most of them are highly complimentary. A few complaints are attended to immediately, and Bob feels that the invitation to write has uncovered some grievances that might have remained unmentioned as the dissatisfied customers just slipped away.

Both kudos and complaints are brought to the attention of the employees. This procedure is a factor in maintaining the high morale that prevails at Zengeler's. Also, Bob has been able to maintain a more personal relationship with many more customers than is the general practice nowadays.

NATIONAL CLEANER & DYER

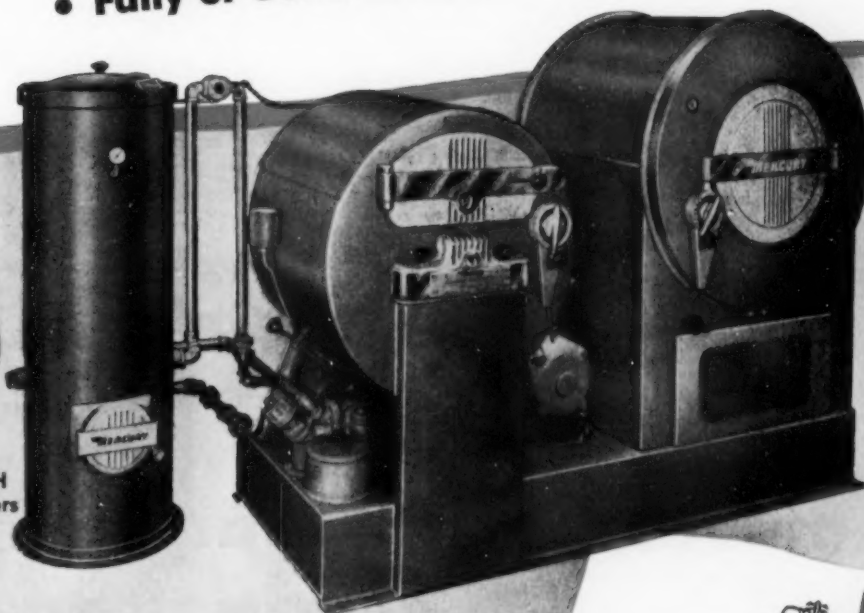
A COMPLETE DRYCLEANING PLANT

COMBINATION WASH-EXTRACT

- Ideal for TWO-BATH Method
- Fully or Semi-Automatic



1500 or 2000 GPH
Monel Tubular Filters
Optional at
added cost



THE MODERN PETROLEUM UNIT: includes 36-pound dry weight combination washer-extractor, 36" x 30" tumbler, eight plate 1250 GPH filter (with back-wash), storage tank, piping and pump. Investigate the Mercury—ask any of its 4000 Successful Owners in U. S. A.

Mercury 50
G.P.H. Still
(optional at
added cost)



1. U/L approved for your protection
2. Designed for \$1000.00 weekly volume
3. Uses low-cost Petroleum Solvent
4. Precision-built for long life
5. Economical to operate
6. Produces highest quality cleaning
7. 800 R.P.M. extraction, saves solvent
8. Requires small floor space
9. Experienced help not needed to operate
10. No other tanks, or piping, required

ALSO AVAILABLE
IN LARGER
48-LB. SIZE



MERCURY
CLEANING
SYSTEMS, INC.

1817 BENSON AVE.

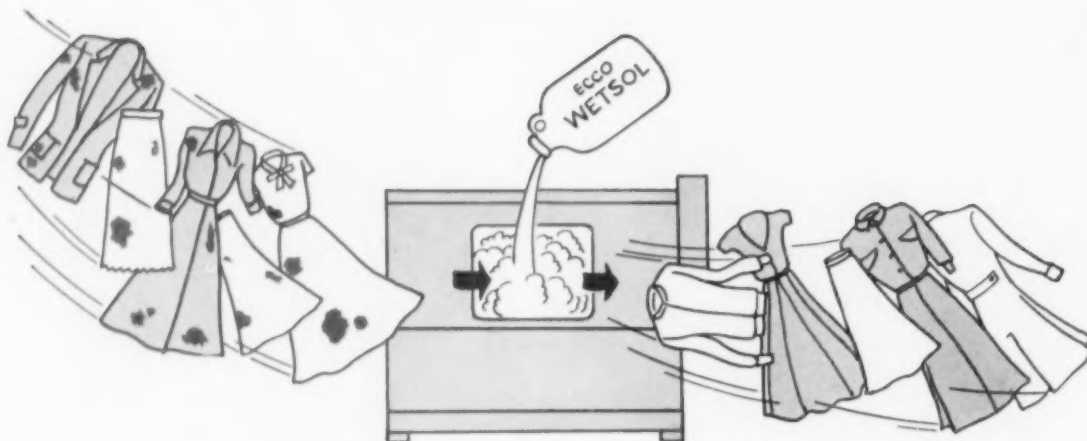
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WETSOL

A GENERAL SPOTTER...WET OR DRY



Removes Lipstick Stains

IN THE WASHER

Ecco WETSOL is the only product on the market
that will remove lipstick stains in the washer!

Buy a case and follow the directions on the label.

Why Experiment—Use EATON Products

Distributors Everywhere

Established
in the year
1838

EATON CHEMICAL AND DYESTUFF COMPANY

1490 FRANKLIN ST. • DETROIT 7, MICHIGAN • Canadian Plants: Windsor and Toronto

McKesson Chemicals Eastern, Ltd., Distributors in Quebec and Maritime Provinces

Star of the Month

RELIABLE

Denise Darcel,
Exciting Film Star
says:

**"FUR STORAGE
IS REALLY
CONVENIENT
WHEN HANDLED by
DRYCLEANERS
or LAUNDRIES"**

Denise Darcel
Co-starring in
"VERA-CRUZ"
A Hecht-Lancaster Production
Released thru United Artists

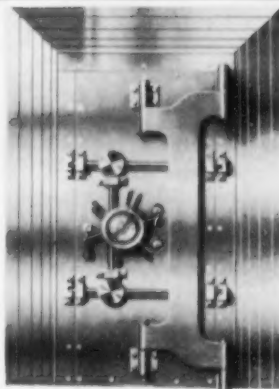


A Reliable Fur Storage Vault is money in the bank! For sheer earning power, no other service produces as much profit per square foot of space. Economical Reliable Fur Storage Vaults are preferred across the nation because the brilliant engineering advances guarantee absolute protection against moth damage, mildew, stale air and high temperatures. An investment that pays for itself in one season.

Be a leader in your community with fur storage...let us plan for you now. No cost or obligation.

"You can Rely on Reliable"

Write direct or consult your Jobber Today!



RELIABLE

RELIABLE MACHINE WORKS, INC.
230 EAGLE ST., BROOKLYN 22, N. Y.

RELIABLE MACHINE WORKS, INC.

231 Eagle Street, Brooklyn 20, N. Y.

Gentlemen: Please send me Free details and literature on Fur Storage Vault and Fur Cleaning Equipment.

Firm Name _____
Name _____
Address _____
City _____ Zone _____ State _____
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Dry Cleaning Solvent

Approved and listed by the
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Listed with Underwriters
Re-Examination Service

SHELL OIL COMPANY

50 WEST 50th STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA

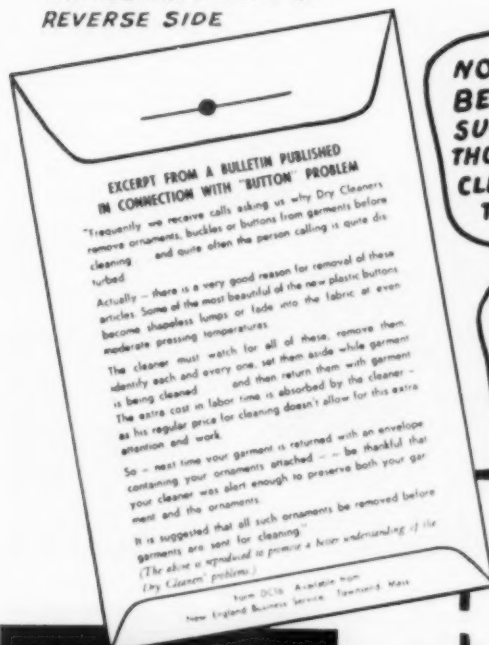


HERE'S THE SOLUTION TO YOUR BUTTON PROBLEM!

WHY SEW EVERYTHING
BACK ON GARMENTS
WHEN YOU DON'T
HAVE TO?

ATTRACTIVE, TOP QUALITY,
COPYRIGHTED ENVELOPES
FOR RETURN OF BUTTONS
AND ORNAMENTS—

PHOTOSTATIC COPY OF
REVERSE SIDE



500 — \$6.95
1000 — 10.95
(SAVE 2.95)
2500 — 21.75
(SAVE 5.62)

INVEST A
PENNY-SAVE
FIFTY!



BUTTON SLOT
CUT THROUGH
FLAP AND
ENVELOPE

FLAP IS
GUMMED—
CAN BE
SEALED

NOTE
PSYCHOLOGY
BEHIND
MESSAGE ON
ENVELOPE

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NOW
BEING USED
SUCCESSFULLY BY
THOUSANDS OF RELIABLE
CLEANERS ALL OVER
THE COUNTRY!

EDUCATE
YOUR CUSTOMERS
MOST OF THEM
COOPERATE!

SAVE
ON LABOR
IT'S TOO
EXPENSIVE
TO WASTE!

JOBBER INQUIRIES INVITED

TO: HANDY ORDER FORM

NEW ENGLAND BUSINESS SERVICE
RIVERBANK TERRACE
TOWNSEND, MASS.

DATE _____

☐ * CHECK ENCLOSED
☐ SHIP C.O.D.

SHIP US _____ ENVELOPES AT ONCE.

* BY SENDING REMITTANCE WITH ORDER YOU SAVE PARCEL
POST AND C.O.D. CHARGES— WE'LL PAY SHIPPING COST.

SHIP TO: _____

STREET _____

CITY & STATE _____

DC 16-NCD

GADGETS and GIMMICKS

Varicolor Control Aid



Lot control is greatly simplified at Martell Cleaners, Ashtabula, Ohio, thanks to the illuminated color chart pictured above, demonstrated by Joseph Martello. Like the system described in June NATIONAL CLEANER & DYER ("Reardon Fools Skeptics," page 82) the idea of this arrangement is to attract attention by using lights.

In this case, six plaques of different colors are used with matching bulbs. When they are lit, the bulbs can readily be distinguished and are high enough to be seen from any point in the plant. Just by glancing up, the employee can tell which garments command priority.

Sizing With Extractor Rinse

A simple method of sizing in the extractor was devised by plant manager Lawrence at Carlton Coakley's Southern Cleaners in Alexandria, Virginia. Rinse solvent on the way from the tank to the extractor passes through a T-union that has one leg plugged. The plug was drilled and tapped and a petcock inserted. Plastic tubing runs from the petcock to a can mounted on the wall so that it drains quickly through the tubing.

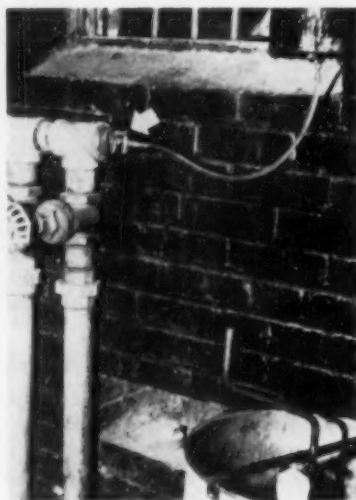
When ready to rinse a load, the

cleaner dips the required amount of sizing out of a stock mixer on the floor under the can and pours it into the can. Proportions of sizing are calculated at about half to two-thirds the amount per pound recommended for sizing the same garments in a wheel bath.

Next the cleaner opens the valve to start the rinse solvent moving to the spray head, counts up to 20 slowly (approximately 20 seconds) and opens the petcock. The solvent rushing past sucks in and mixes the sizing. When the can is empty the cleaner waits another 20 seconds, then closes the rinse-line valve again.

Naturally, the sizing shouldn't be introduced to the rinse spray until the detergent has been pretty well washed out of the garments in the extractor. The reason the petcock is opened so soon is that the line from the T-union to the extractor head is large enough and long enough to hold about a third of the rinse solvent used on a load. Therefore the sizing is actually going into the last third of the spray bath.

Coakley and Lawrence, as well as



WHEN PETCOCK IS OPEN (see arrow in photo above) sizing flows from can (above, right) through petcock and into T-union, through which rinse solvent passes

several cleaners who have observed the operation, claim the garments get a good even distribution of the sizing without either thick or thin spots.

Pint-Sized Board Aids Jacket Finishing



A homemade 10-by-18-inch board has been found helpful in finishing linings of men's and ladies' jackets at Vogue Cleaners in Oklahoma City. The plant recommends placing such a board next to the coat-lining finishing board or silk touchup board so that the same spray gun and iron can be used.

According to co-owner Glenn W. Cease, Vogue has found the little board valuable not only in expediting

the flow of beautifully finished linings but in eliminating the distortion of the exterior of the garments. It is especially handy for finishing the yoke lining in a coat or around the yoke on wetcleaned blouses or shirts, Mr. Cease reports.

W. F. Hudson, Vogue plant superintendent, designed the gadget. The board is set on a 36-inch-high piece of 1 1/4-inch pipe, braced under the board and at the bottom with pipe flanges.

NATIONAL CLEANER & DYER

PROOF OF STURDY CONSTRUCTION

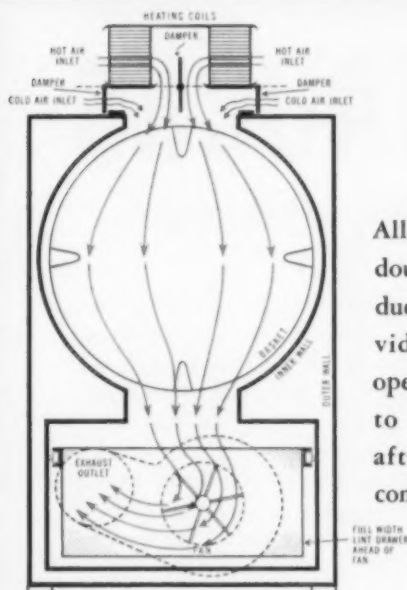
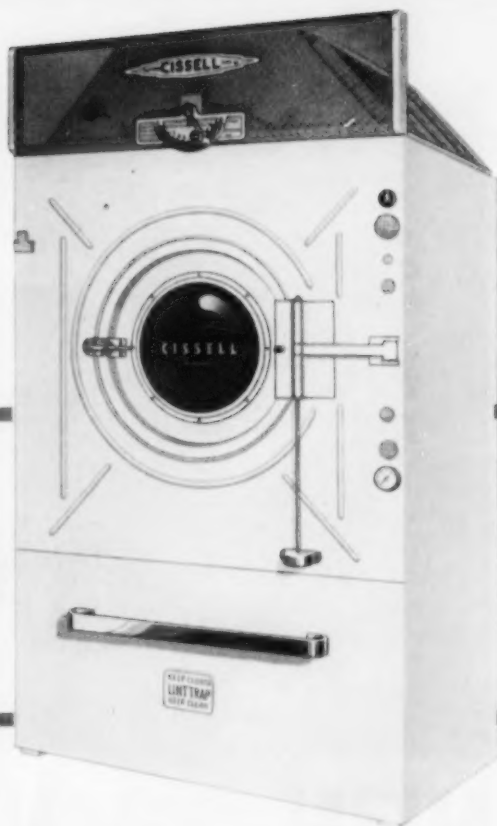
CISSELL DRYCLEANING TUMBLERS

36"x18" - 20 lb. — 36"x30" - 35 lb. — 42"x42" - 100 lb.

weight
725 lbs.

weight
850 lbs.

weight
2100 lbs.



DOUBLE WALLS

All Cissell Tumblers have double walls. They reduce heat losses . . . provide more comfortable operation . . . add strength to withstand the day-after-day pounding of commercial use.

NO-SAG BASKET

Heavy cast spider . . . large shaft supported by Timken Bearings. A basket built to take the load without need of auxiliary supports.



Here are only two of the many outstanding features of Cissell Drycleaning Tumblers. Yet, here's positive proof of the rugged construc-

tion you need. Here's why Cissell Tumblers are in such great demand. Consult your jobber for the complete story.

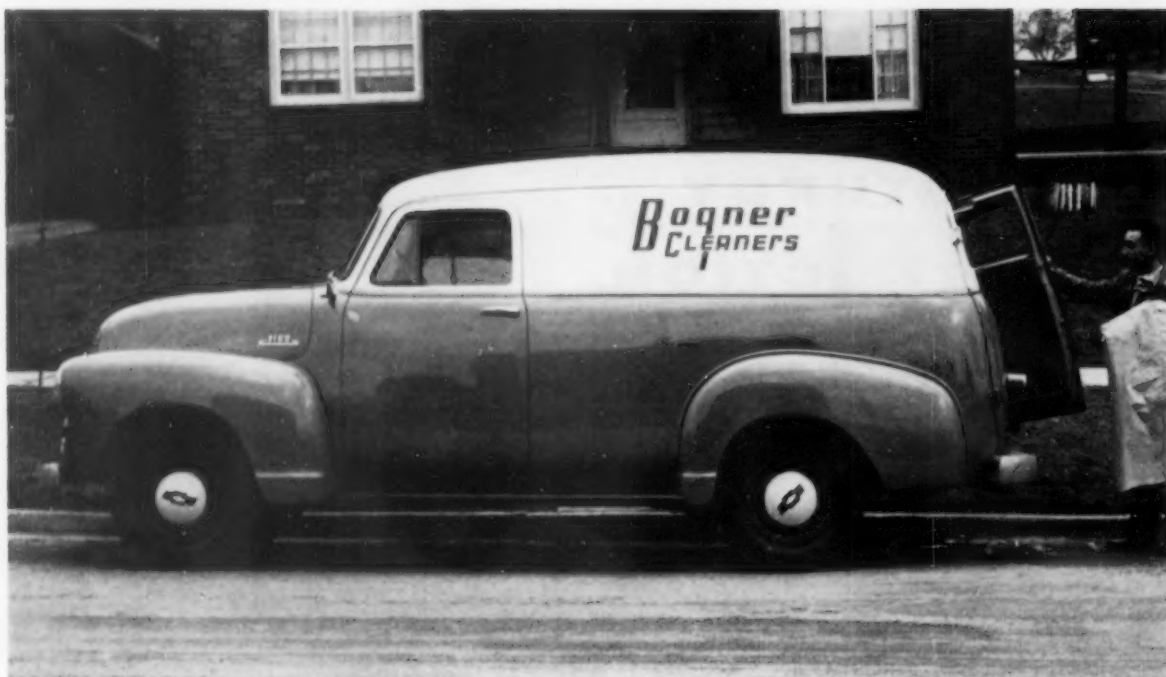
CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC.
LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles. Foreign Distributors write Export Dept.

Cable Code: "CISSELL"



NEW CHEVROLET TRUCKS

**shorten your schedules
and cut costs in the bargain!**

You can actually count on a Chevrolet truck doing your job faster and for less money. That's a strong claim, sure; but one that's been proved time after time on job after job.

EXTRA POWER SAVES YOU TIME

All three Chevrolet truck engines—the "Thriftmaster 235," the "Loadmaster 235" and the "Jobmaster 261"—deliver extra horsepower for greater acceleration and hill-climbing ability. You haul your loads on a time-saving schedule and save money doing it—for with Chevrolet's higher compression ratio you use less gas.

BUILT-IN RUGGEDNESS SAVES YOU MONEY

Stronger, more rigid frames, newly designed clutch; huskier rear axles and drive lines in 2-ton models; higher capacity universal joints in medium- and heavy-duty models—these beefed-up built-in chassis features mean your Chevrolet truck is going to stay on the job for a longer time. They also mean you can expect extra-low operating costs.

Another important advantage is Chevrolet's low original cost—lowest of all lines of trucks! You save the day you buy, and you go right on saving as long as you own that Chevrolet truck. Drop by your Chevrolet dealer's and look over the many models he has to offer. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**MOST TRUSTWORTHY TRUCKS
ON ANY JOB!**



CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

THREE GREAT ENGINES—The new "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION***—offered on 1/2-, 3/4- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

*Optional at extra cost. Ride Control Seat is available on all cabs of 1 1/2- and 2-ton models, standard cabs only in other models. "Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on 1/2-, 3/4- and 1-ton models.

The ONE and ONLY ONE
FULLY AUTOMATIC
SYNTHETIC CLEANING UNIT
with SEPARATE RECOVERY

(For less than \$5000.00)

**The VIC
Gr. Rocket**
MODEL 32C



80 lbs. per hour

\$4995⁰⁰

F.O.B. MPLS.

Write for
OUR FREE BOOKLET
"TO HELP YOU MAKE MONEY
IN YEARS TO COME"



Here's the only fully automatic synthetic dry cleaning unit with separate recovery, costing less than \$5,000.00! Nowhere else in the U. S. can you find a unit of this type and construction for only \$4,995.00!

Mounted on springs, eliminating need for costly foundation. Standard equipment includes fully automatic still, able to take entire washer load of solvent at one time.

Also available with strong soap, fully automatic. Operator merely loads, pushes button, and unloads at cycle's end. NO NEED FOR OPERATOR TO RETURN TO MACHINE. All timers are set at beginning for complete operation.

PRICE INCLUDES VIC SOLVENT SAVER.

VIC

Sales and Service in All Principal Cities

CLEANING MACHINE COMPANY

EXPERIENCED SINCE 1912 • MINNEAPOLIS 3, MINN.



VIC ECOHO VIC AUTO PER VIC ROCKET VIC ROCKET JR. VIC SOL VIC VIC SPEC PER VIC CENTURY

VIC CLEANING MACHINE COMPANY
1313 Hawthorne Avenue
Minneapolis 3, Minnesota
Gentlemen: Please send us more information on
VIC JR. ROCKET, MODEL 32C

Have your local salesman call on me _____ DATE _____

Name _____

Name of Company _____

Address _____

City _____ Zone _____ State _____

Lint-free cleaning highly efficient ➡➡

Added to the outstanding advantages of charge cleaning, is an exclusive anti-static* agent in Buckeye Clean-Charge which makes complete lint-free* cleaning possible for the first time in dry cleaning history.

CLASSIFYING ELIMINATED

All dry cleaners are only too familiar with the time-consuming problem of sorting dark lint-gathering fabrics and light lint-laden fabrics before cleaning and tumbling.

The revolutionary, new anti-static agent in Buckeye Clean-Charge eliminates this classification problem. Now a great variety of light and dark, soft and hard finished fabrics can be tumbled at the same time. And all garments come out clean, dry and lint-free!

RESEARCH UNCOVERS ANTI-STATIC COMPOUND

During the past few years, The Davies-Young Soap Company's research department has analyzed and studied the effects of static electricity in an effort to discover an agent which could control it. The result of this research has brought to light the most outstanding characteristic of Buckeye Clean-Charge . . . it's amazing lint-free properties.

CLEAN-CHARGE SAFE WITH FILTER POWDERS

When Buckeye Clean-Charge is used, the very highest degree of efficiency is reached in washer and tumbler action. Filter powder can be safely used as a cleaning abrasive during the cleaning cycle without fear of powder sticking to the garments. How is this possible? The answer is found in this same highly efficient anti-static agent in Buckeye Clean-Charge.

LINT-FREE CLEANING SATISFIES CUSTOMERS

The dry cleaning plants throughout the nation that have installed Buckeye Clean-Charge find a substantial increase in customer satisfaction. Garments cleaned with Clean-Charge are returned lint-free and continue to repel lint from one cleaning to the next.

The millions of microscopic lint particles which tend to dull fabrics can now be removed. Colorful patterns and smooth-textured tones become brighter and clearer . . . to take on a "like-new look."

Lead the field in quality cleaning . . . Install Buckeye Clean-Charge!

* Patent applied for, product and process.

Now!

**DARK BLUE SUITS
and
WHITE WOOL
BLANKETS**



Safely Cleaned Together!

WITH

**BUCKEYE
CLEAN-CHARGE**

with this amazing result:

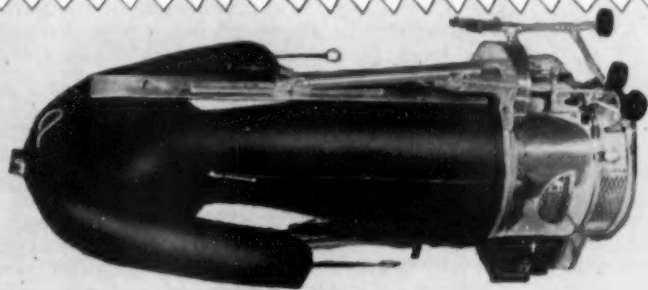
No transfer of lint!

HERE'S WHY:

A special ANTI-STATIC ingredient incorporated in Buckeye CLEAN-CHARGE prevents filter powders from sticking to fabrics during the cleaning cycle . . . garments are removed from the tumbler LINT-FREE! When Buckeye CLEAN-CHARGE is used color and fabric classification time is eliminated, finishing is much easier and faster, static is eliminated from fashionable synthetic fabrics and THERE IS NO TRANSFER OF LINT FROM DARK TO LIGHT FABRICS!

SYMBOL OF QUALITY

THE **DAVIES-YOUNG**
SOAP COMPANY
BOX 995 DAYTON 1, OHIO



Every day more and more plant owners are accepting the fact that a multiple purpose steam-air garment finisher is a "must" for both Quality AND Production. Currently there are only two such finishers.

Check and compare these advantageous features found **ONLY** in the Paris Master finisher. They add up to better finishing at lower cost.

Ask your jobber to show you a **PARIS MASTER**. If you wish, he can plug it in any light socket; then even without steam, you can see for yourself why

**THE PARIS
TURNS OUT BETTER WORK
FASTER**

It's Smart to

**LOOK AT BOTH
AND DON'T BUY EITHER UNTIL YOU DO**

That's the sure way to get the most for your money.

**CONSIDER THE
UNIQUE
SUPERIORITIES
OF THE**

PARIS

PARIS

was

FIRST

Here are PARIS FIRSTS

that have since become standard features of modern garment finishers:

SINCE 1944—No condensate to dispose of. No Paris has ever wet a rug at any Convention.

SINCE 1945—Low overall height—5½ feet to accommodate all operators.

SINCE 1946—Easily accessible steam valves outside of machine.

SINCE 1947—The form turns so the operator can stand still.

SINCE 1951—Shoulder size instantly adjustable.

PARIS FIRSTS that continue to be Paris exclusives:

- ★ Automatically finishes roll sleeves.
- ★ Safely finishes all fur-trimmed & suede garments
- ★ Requires minimum floor space.
- ★ Uses minimum steam - avoids operator discomfort.
- ★ Polished stainless steel basic construction.
- ★ Built-in steam-gun attachment.
- ★ Provides for an accessory dryer unit ("Wind-Whip") for wet cleaned trousers, blouses, dresses.
- ★ Controlled pressure: applies greater pressure to garments.
- ★ Faster . . . shorter steaming cycle saves seconds on every garment.
- ★ Finishes more garments with fewer touch-ups. The value of any garment finisher is in direct proportion to its expansion range. . . . From how small to how large can the nylon form fit itself to, and hence press, different kinds and sizes of garments?

PARIS

is

STILL

FIRST

Write us for additional information and **PROOF**
GARMENT FINISHING EQUIPMENT CORP.
Exclusive Distributors for Paris Mfg. Co., 18 Brattle St., Cambridge 38, Mass.

EDITORIALS

The New Tax Law

By the time you read this, the monumental revision of the government's tax laws will be enacted. The revision, which covers practically everything, is the first major overhaul of our tax laws since 1876, so its contents are a matter of major importance to you as a drycleaner and to you as family man or head of a household.

Space doesn't permit our listing all of the important provisions of the law. You should, however, get hold of an abstract of the law (the original consists of nearly three pounds of closely printed words), study its provisions, and go over them with your accountant or tax man.

Businesswise, two of the more important changes affect dividends and depreciation allowances. Dividend taxes have been cut, and depreciation allowances have been liberalized.

Here are some of the tax situations covered in the new law, both business and personal:

- Tax accounting: periods and methods.
- Income problems. Some tax advantages here have been reduced; in others new tax relief is provided.
- Dividends and stock redemptions.
- Employee benefit plans and restricted stock options.
- Life insurance and annuities. The value of life insurance as an investment has been lessened, but the old "3 percent rule" on annuities has been dropped.
- Sales and exchanges of business assets.
- Capital gains and losses.
- Corporate organization, reorganization and liquidation. The dividing up of a corporate business has been made more attractive, taxwise.
- Deductions. Here taxpayers get a number of breaks.
- Credits and exemptions. Important changes have been made in regard to persons over 65 and dependent children.
- Tax rates and computation.
- Returns and payments of tax.
- Estates, trusts and decedents' income.
- Taxation of partnerships.
- Tax practice and procedure.
- Estate tax.
- Gift tax.

An excellent guide to the new tax law has been published by the Research Institute of America, 589 Fifth Avenue, New York 17, N. Y. We commend it to your attention.

Praise Is Due

One reader wrote in the other day asking why, in these editorials, we are always criticizing. Good point, and maybe we've overdone it. We've always felt, though, that praise from customers in cash-register terms is the best kind of approbation, and hope that

our critical suggestions have helped in this direction.

O.K. From now on we'll make it a point to comment on the positive at least as much as we mention what we believe to be the negative.

The number of drycleaners who belong to philanthropic luncheon clubs such as Kiwanis and Rotary is pretty convincing proof that drycleaners are as public-service-minded as any other business group, if not more so. A prime example is Charlie Hatem of Paramount in Lowell, Massachusetts. Charlie happens to belong to Kiwanis, but he does a lot more than just belong. Last year his club sponsored a Lowell Home Exposition at the city's Memorial Auditorium, with Charlie as chief organizer. Proceeds of the show were used for the benefit of underprivileged children in the community. This year he is running the show again, and it promises to be even more successful than last year.

How Busy Are You?

How much time have you devoted lately to making plans for next year? How much time have you spent reading the trade journals? How many other cleaning plants have you visited in the past six months? How many conventions have you attended—and we're talking about the actual convention sessions?

We were talking with a plantowner the other day who, in speaking about another cleaner, said that his friend never seemed to get his nose out of the solvent. The fellow we were discussing rushes around the plant all day, banging out a few pairs of trousers here, pulling loads from his washers there, charging up to the counter to wait on a customer, running back to see how a bleach job is coming along. He's in there all the time and at the end of the day he staggers home and goes to bed. He figures that he is responsible for every decision, that nothing can be done properly unless he checks it.

Everybody knows cleaners like this. On the other hand, there are plenty of others who figure that their time is too valuable to waste doing the work of a \$50-a-week girl. Two cleaners who come immediately to mind don't spend more than two or three hours a day in the office, and hardly more than 15 minutes a day in the plant itself. Their operations aren't tremendous, either; the bigger of the two is doing about \$1,500 weekly. But their profits are running over 25 percent.

They read carefully, they know what's going on nationally and nearby, they have made plans for the future, they take the time to properly manage their businesses, and each of them drives a Cadillac.

This isn't to say that you shouldn't be on top of what is going on in your plant. But if you're not taking advantage of other people's efforts, brains and experience by reading carefully and seeing for yourself what other cleaners are doing, you are probably smelling more solvent than is good for you or your business.

DrycoMatic

GIVES YOU ALL THESE FEATURES:



DrycoMatic Thumb-Operated Steam-Electric Iron, complete with Speedway Assembly. Includes cord, steam hose, solenoid, valve, Cord-A-Way arm, pilot light, separator and mounting bracket, ready to install on board.

FOR MORE PRODUCTION

...AT LOWER COST

ELEMENT & THERMOSTAT
REPLACEABLE
RIGHT IN YOUR OWN PLANT

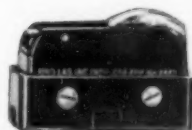


STEEL-SEALED ELEMENT

Dryco's electric element is sealed at the factory into a steel casing. It is completely shielded at both top and bottom to withstand toughest abuse without shorting hazard.



Dryco's steam valve has a spring-loaded packing. This permanently prevents any leaking of the valve. As the valve wears from constant use, the spring tightens on the packing, assuring a leakproof seal.



SUPER-INSULATED MICRO SWITCH

Dryco's thumb-operated micro switch is specially insulated to resist heat transfer and reduce heat radiation. This provides greater comfort for the operator.



FEATHER-TOUCH OF THUMB CONTROL PRODUCES INSTANT STEAM

TROUBLE-FREE SOLENOID

Dryco's solenoid is specially designed, precision built. It is guaranteed for FIVE MILLION IMPULSES and is insulated to provide maximum silence of operation.



SMALL, COMPACT SEPARATOR

Dryco's steam separator is small and compact... mounted below the level of the ironing board—out of the operator's way, and cooler. There's no heat radiating in the operator's face. This exclusive feature is made possible by the unique Dryco soleplate.

CORD-A-WAY ARM SPEEDS PRODUCTION

Dryco's Cord-A-Way arm is an integral part of the DrycoMatic Unit. It keeps the iron cord out of the way; prevents it dragging over pressed areas... cuts time required for making lays.



ELIMINATES TIRING REACHING FOR PEDAL

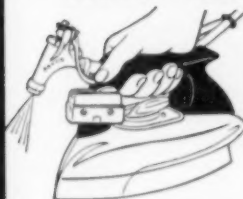
DrycoMatic's thumb operation banishes foot-fumbling. This allows the operator to stand on both feet comfortably... not with one foot cramped on a pedal. This cuts fatigue in half... permits greater output.

20% FASTER... 10 TIMES EASIER



6 GARMENTS FOR THE TIME, COST AND EFFORT OF 5!

WITH WATER SPRAY



Complete unit with water spray gun, trigger-operated, mounted on handle

MODEL 6530-A (3-lb. iron)
MODEL 6560-A (6-lb. iron)

\$99.00

DrycoMatic

THUMB-OPERATED STEAM-ELECTRIC IRON

DrycoMatic Unit

Complete as shown above, without water spray gun

MODEL 6330-A (3-lb. iron) **\$82.50**
MODEL 6360-A (6-lb. iron)



Order Now FROM YOUR SUPPLIER

Dryco CORPORATION

DRYCO EQUIPMENT COSTS ONLY A FRACTION OF WHAT IT SAVES

© 1954

EVANSTON, ILLINOIS
(SUBURB OF CHICAGO)



MODERNIZED Phoenix Cleaners drive-in plant is out of Rockford, Illinois, business district on main highway to suburban area. Sign and floodlights make it outstanding at night, too. Call office has automatic doors

Cleaning Room Sets the Pace



38 Years Ago and Now

Pictured above are some of the 50 prominent drycleaners and allied trades representatives who visited Phoenix Cleaners in Rockford, Illinois, on July 20, to pay their respects to Joe Koplos (right foreground), and help him celebrate the thirty-eighth anniversary of his drycleaning business. Later the guests enjoyed an outdoor barbecue at Mr. Koplos' home.

Joe started in downtown Rockford in 1916 as operator of a shoe-shine shop, with a shoe repair and hat cleaning department. His first pressing machine, he reports, had a gas-heated head. It took half an hour to press a suit,

which was done by first sponging a portion of the garment, then bringing the hot head down on it. Most of his early volume was press-only, at the same price as today, 75 cents. Cleaning and pressing was \$1.50 as against \$1.15 in Rockford now.

Today the beautiful Phoenix plant employs 60 people, has five routes and operates six stores, and grosses nearly half a million dollars a year. The latest plant improvement, made in 1951, was the addition of the modern front and drive-in facilities which have increased over-the-counter business by 30 percent. Routes now account for over 90 percent of the volume.

for plant that has grown in 38 years to efficient and up-to-date operation

By LOU BELLEW

A CLEANING ROOM equipped with the most up-to-date machinery and a number of ingenious devices to make the most of it is one of the outstanding features of Phoenix Cleaners in Rockford, Illinois. Owner Joe Koplos, who recently celebrated his thirty-eighth business anniversary, now has the assistance of two sons, Johnny and Bob, in operation of the plant.

The automatic equipment recently installed in the cleaning room includes three combination washer-extractors, two of 300-pound and the other of 100-pound capacity. With the older equipment two men were required, working from 6:00 a.m. until 9:00 or 10:00 p.m. With the new equipment one man working from 6:00 a.m. until 3:00 p.m. can handle 6,000 pounds per day with ease. Mr. Koplos figures that the wages saved will quickly pay the cost of the machines.

Using a 4 percent charged system,

NATIONAL CLEANER & DYER



FAMILY management team is made up of Joe Koplos, founder of business, and sons Johnny and Bob

Joe reports 75 percent pass-ups, as against 50 percent under his former type of cleaning. Three spotters are now employed instead of five, and spotting supply costs have been cut in half.

Close attention to a proper sequence of work methods in the cleaning and tumbling operations makes 6,000 pounds per day a smooth accomplishment. According to Mr. Koplos, processing only 5,000 pounds on a slow day is far more difficult, because the orderly sequence of moves gets out of the proper rhythm, and the cleaner gets out of stride.

The Phoenix plant is completely on incentives, which are set up on a poundage basis, with individual unit production in finishing. The work follows a rigid three-day production schedule. (This was maintained even

during the war years, by working as many hours as necessary to get the work out.)

Helping to get the work out smoothly are several interesting plant practices and devices. Double traps, one for each heating coil on the 100-pound tumblers, have been largely responsible for a considerable reduction in the running time of loads. A capacity load on any of the 100-pound tumblers is completely dry in just 15 minutes.

Tumblers are individually trapped with screen-lined metal boxes over the top of each. The lint-laden air must go through the screen liner before exhausting out the ceiling. Clean-out doors on the front provide easy removal of the accumulated lint. The small individual traps have eliminated the need for a larger lint trap on top

of the roof, and perhaps a problem of increased back-pressure on the tumblers.

The messy job of cleaning the muck from filters has been almost completely eliminated by the use of a settling tank near the filters. Each of the filters is connected to a pipe leading into the open top of the settling tank. Filters are backwashed, then allowed to drain overnight to the bottom. Next morning 15 to 20 pounds of air are introduced into each filter in turn, with the line to the settling tank open and the shaker on the underside of the filter being agitated. The muck is thus forced through the line into the settling tank.

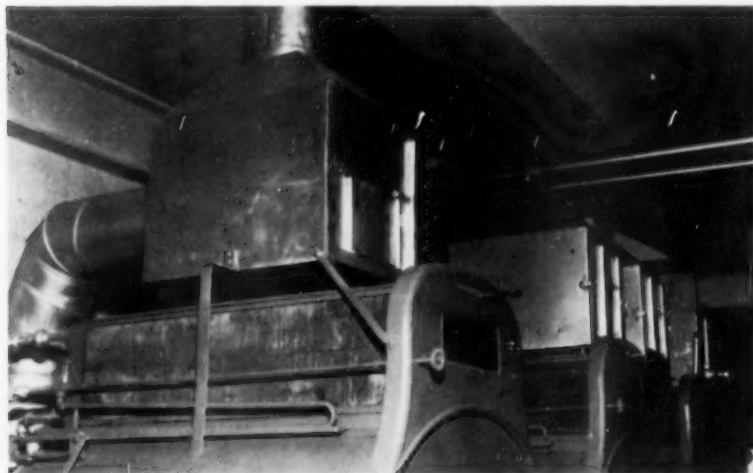
After the muck in the tank is settled, the solvent on top is siphoned off, for reuse, through a long hose. The residue in the settling tank is pumped outside to a truck for hauling away.

To clear the muck from the settling tank, a third of a tank of water is added and steam is introduced through the drain pipe at the bottom. This loosens the hardened muck and allows it to drain off in a liquid state.

With the other departments operated in the same progressive spirit and with the same attention to detail, Joe Koplos can well be proud of the results of his 38 years in the drycleaning field. # #



SETTLING TANK for filter sludge has steam line entering near bottom (left of valve in drain line) for introduction of steam to loosen caked sludge



INDIVIDUAL LINT TRAP is installed on each tumbler over top of coils. Note small sliding doors on front of each trap for easy clean-out



FRONT OF PLANT call office, taken on rainy day. Porte-cochère protecting side entrance is especially useful in wet weather. Parking area—15,000 square feet of it—is out of picture at right. Customers can drive straight through to street at rear. Plant is painted light green

How Drive-In Gamble Won

Switch from scattered store outlets to one handsome drive-in proves profitable

By PHIL GREENE

HOW MANY STORES is one good drive-in worth? It depends, of course, but for one plant in Lowell, Massachusetts, the answer is at least seven. Highland Cleaners & Dyers, managed by Arthur Antonopoulos and his brothers John, Alec and Socrates, has tried it both ways, and the plant's cost and sales figures offer convincing evidence.

Highland is an old organization and had depended for more than 25 years on a number of store outlets. In June 1950, when Arthur took over, the outlets were:

- 1 plant store
- 7 branch stores
- 5 agencies
- 2 routes

While several of the stores were profitable, none of them could properly be described as balls of fire. Lowell at that time had no large drive-in plant. Arthur decided that the time was ripe for a break with tradition.

Even though the plant store was not the most conveniently located, it brought in the most volume. The customers apparently preferred bringing their drycleaning to the people who

were going to process the garments rather than to some clerk who would have to pass any problems along to somebody else. If the convenience of drive-in facilities was added to that of a plant location, management figured that the customers might be willing to change their long-established buying habits.

From the management point of view, a plant drive-in would eliminate the expense of separate rentals, telephones, a shuttle truck, and the supervision headaches of a store organization.

The brothers decided that a switch to one big drive-in would be worth taking. Additional property adjoining the plant was purchased and the drive-in was opened in June 1953. All but one of the branch stores were dropped, along with two of the agencies.

Volume immediately started climbing. Four months later, when the opening splash and fanfare of the new drive-in had worn off, volume was still climbing. The remaining store and three agencies were also dropped, and volume picked up still further.

Dollar-volume figures are not avail-

able, but it can be reported that one weekly total topped \$5,000 last Easter. During the past 12 months total volume jumped 30 percent over the previous year. Mr. Antonopoulos figures that Highland's volume at the end of this year will be double what it was back in June 1950.

As an additional sidelight, this growth has taken place in a period of depression for Lowell, a textile mill town. In the spring of 1954, 4,000 Lowell workers were unemployed.

Savings over the previous store operation have been substantial, as anticipated. Right off the bat, \$615 monthly for store rentals was lopped off. From 11 full-time store girls, the counter force has dropped to 7, only 4 of whom are full-time. One truck less is needed, not to mention a driver. Instead of being spread out in eight locations, all marking is consolidated at the plant where the counter girls handle it. Getting rid of the stores has chopped at least \$10,000 annually off the plant's operating costs.

Big Open House

Highland's management pulled out all the stops in getting the drive-in off



THE SANITONE COURTESY CARD...

Keeps patrons sold on Sanitone while they're away from home

This is to Introduce

APPROVED

... one of our special customers who is ☐ moving ☐ travelling to (name of city) and wishes to continue to enjoy Sanitone Dry Cleaning Service.

SIGNED _____ CITY _____

ADDRESS _____



Sanitone DRY CLEANING SERVICE

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio

September, 1954

"Suitcase Lugging is for the Birds!"

SAY STUDENTS, TRAVELERS AND VACATIONISTS

Expanded "Student Service" Plan Features New Courtesy Card

●Because Sanitone licensees are an international network of quality operators, the problem of recommending a good dry cleaner in the next town becomes quite simple indeed.

Now all Sanitone Dry Cleaners can provide their pet customers with a Courtesy Card which earns for the bearer better, faster service by the Sanitioner in the town of his destination. An International Directory provides the address.

This is but another example of how the Sanitone Program works. Still another is the Sanitone program of business building promotions with a kit of advertising material prepared for each one by one of America's foremost advertising agencies.

Remember, too, that Sanitone—the first charged system is still the best and costs less than the strong charge when properly used.

WRITE FOR FULL INFORMATION

Sanitone engineers recommend Ross Cooler for solvent in plants where cold water is available. For those plants cooling solvent by means of refrigeration, integrated equipment is now available to all dry cleaners, directly from Ellis & Watts, 15 E. 2nd St., Cincinnati 2, Ohio. Write either to Emery Industries or to Ellis & Watts for information.



TAKING OVER at counter is Arthur Antonopoulos. Note wheel of fortune at left and neat setup of marking area at rear. Bundles in big hopper are often piled nearly to ceiling

to a good start. The kick-off was timed to coincide with the plant's thirtieth anniversary. Something was scheduled for every day of the week of June 22-27. The first day was open house with helium-filled balloons for the kids, and car hangers, matches, pencils, emery boards, baby orchids given away. No count was kept of visitors, but the place was jammed all day. Radio broadcasts from the plant were scheduled.

Each day of the week, including the first open-house day, a substantial prize was awarded by a drawing. Con-

sumers had only to register for the awards. The prizes were contributed by merchants in the city in return for newspaper publicity in Highland's ads. The first prize was 500 gallons of fuel oil, the second \$50 worth of furniture, and so on through gifts of appliances and men's and women's apparel, winding up with \$100 worth of free cleaning.

Highland's giveaway promotion since then has continued briskly, most of the awards being money. At present, each customer is asked for his full name, and his receipt is deposited in

a wire basket. Every Saturday a receipt is drawn, and the winner gets a buck for every letter in his name. The winning name is announced in an ad in the Monday edition of the local paper, and the lucky customer must claim his money by Tuesday night or the award is added to the following week's prize. Winners who fail to show up get a \$5 consolation prize.

Publishing the winner's name attracts nearly as much attention as the contest itself. One man reported that no less than 30 acquaintances had phoned him on Monday to make sure that he wouldn't forget to claim his dough.

GEORGE SKAFF

505 FLETCHER STREET

DO YOU NEED MONEY?

YOU HAVE WON ONE DOLLAR For Each Letter In Your Name If Claimed by Tuesday
8:00 P. M.

HIGHLAND *Cleaners*

"Where Dry Cleaning Is An Art"

"DRIVE-IN" PLANT — 346 BROADWAY

ADS REVEALING weekly contest winners get a lot of attention

Plant Modernized, Too

Along with this major revamping of its sales setup, Highland modernized its plant. Finishing equipment was pulled away from the wall, arranged in units, and tied together by a complete through-the-unit slickrail system. A 100-bundle lot system was installed, along with an incentive plan for productive employees. Now the local electric company is surveying the plant's illumination to improve lighting.

In case you are wondering why Highland didn't throw out its two routes along with the seven stores, Arthur Antonopoulos explains that the routes serve outlying customers who probably wouldn't use the drive-in facilities. The routes are doing well, and the plant is satisfied with them for the time being. Highland isn't interested in building up additional routes. When the time comes for expansion, the firm will undoubtedly gamble on another plant drive-in. Are there any takers? # #

NATIONAL CLEANER & DYER

4½ MILLION GALLONS PER HOUR!

that's OLSON filtration!

OLSON Tubular Screen Filters NOW IN USE in dry cleaning plants in the United States *alone* are capable of filtering more than FOUR and ONE HALF MILLION GALLONS PER HOUR!* That's more than 100 MILLION GALLONS of crystal clear solvent DAILY!

But don't take our word for it. Look through these four pages and find the dry cleaners YOU KNOW! Ask *them* how much time and money they save every week since they installed OLSON Filters . . . the superior, self-cleaning method of filtration.

Ask any of these progressive drycleaners, or write for our latest bulletins with complete information and proof.

*Converted to water, 4½ million G.P.H. means that OLSON Filters could filter more water than all the people of all of North America could consume in all forms!

The following is a list of Dry Cleaning plants only, within the United States, who are using the new type OLSON Tubular Screen Filters. Figures following each name indicate the total hourly capacity of Olson filters at that installation.

ALABAMA

ANNISTON
Mallory Cleaners 3000 GPH
BIRMINGHAM
Benton Bros. Cleaners 5000 GPH
DOTHAN
Bishop Laundry 5000 GPH
GADSDEN
Streamline Cleaners 5000 GPH
MONTGOMERY
G & S Cleaners 5000 GPH
PHENIX CITY
Five Point Cleaners 3000 GPH
Phenix Laundry 8000 GPH

CALIFORNIA

ENCINITAS
Surf Cleaners 2000 GPH
GLENDALE
Vogue Cleaners 1400 GPH
LOS ANGELES
Baldwin Hills Cleaners 3000 GPH
Brown's Cleaners 1400 GPH
W. Chong Laundry & Cleaners
1400 GPH
New Fashion Dye Works
20,000 GPH
Quick Service 5000 GPH
SACRAMENTO
Fancy Cleaners 5000 GPH
SAN JOSE
Economy Cleaners 10,000 GPH
SAN LEANDRO
Fashion Cleaners 1400 GPH
SHERMAN OAKS
Sun Valley Cleaners 4400 GPH
YUBA CITY
Hamilton Cleaners 7000 GPH

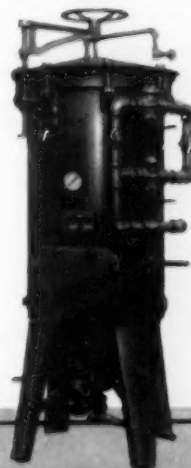
COLORADO

COLORADO SPRINGS
Monarch Laundry 3000 GPH
DENVER
Dependable Cleaners 10,000 GPH
GRAND JUNCTION
Up-To-Date Cleaners 8000 GPH

CONNECTICUT

BRIDGEPORT
Pembroke Laundry &
Cleaners, Inc. 1000 GPH
BRISTOL
Kenmore Cleaners 5000 GPH
HARTFORD
Bateston Dry Cleaning Service
8000 GPH
College Cleaners 3000 GPH
Monarch Etna Cleaners
10,000 GPH

(Continued on page 45)



OLSON

FILTRATION ENGINEERS, INC.

1624 N. Kilbourn Ave.

Chicago 39, Ill.

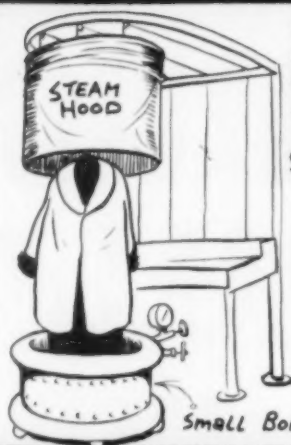
25 YEARS AGO...

SEPT. 1929

STUDENT EXPENSES AT
INSTITUTE AT SILVER
SPRING. NEED NOT EX-
CEED \$300 PER PERSON!

(SINGLE STUDENT)
TUITION, 10 WEEKS... \$150
BOARD & ROOM " 125
TEXT BOOKS, ETC. 15
CLASS INCIDENTALS... 10
TOTAL \$300

(MAN & WIFE)
10 WEEKS, APARTMENT \$87.50
FOOD FOR TWO 100.00
TUITION 100.00
BOOKS, ETC. 10.00
CLASS INCIDENTALS... 10.00
TOTAL \$307.50

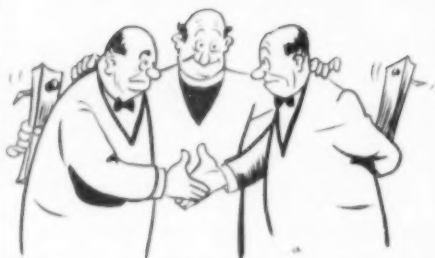
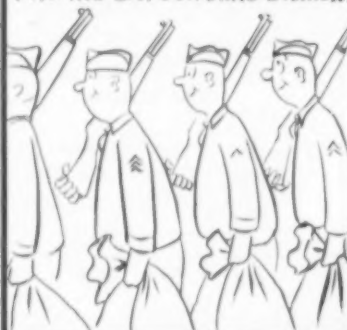


NEWEST GARMENT STEAMER
STEAMS, CLEANS, STERILIZES,
GLAZES, SHAPES, IN THREE
MINUTES, HANDLES ALMOST
ANY TYPE GARMENT IN-
CLUDING FUR OR FUR-
TRIMMED COATS !!

10 YEARS AGO....

SEPT. 1944

INDUSTRY MUST PREPARE TO
ABSORB THOUSANDS OF RETURNING
SERVICE MEN WHO WANT TO GET
INTO THE DRYCLEANING BUSINESS.



COLUMBUS, OHIO, BETTER BUSINESS
BUREAU SETS UP FABRIC CLINIC TO
GET LOCAL CLEANERS AND SELLERS OF
GARMENTS BETTER ACQUAINTED.

NEW YORK STATE ADOPTS
MINIMUM WAGE LAWS
WHICH PROVIDE EQUAL WAGE
FOR MEN AND WOMEN



"The URGE TO PURGE!"

THE SOAP SALESMAN
WHO FINALLY SELLS
YOU ON THE "ONLY
CHARGE SYSTEM
WORTHWHILE"....

(Overlapping Grip
Is Recommended
For Real Distance!)



.... CALLS BACK A
MONTH LATER...
[YOU GUESSED IT]
WORKING FOR THE
COMPANY THAT USED
TO BE HIS STRONGEST
COMPETITION !!
... WHICH SUDDENLY
IS... "THE ONLY
CHARGE SYSTEM
WORTHWHILE" ETC..

LOU
Bellew

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

PROVED BY THOUSANDS IN USE!

CONNECTICUT (Con't)

MANCHESTER
New Model Laundry 1400 GPH
MIDDLETOWN
Empire Cleaning & Dyeing
Company 5000 GPH
MILFORD
Carroll's Cleaners 5000 GPH
NEW BRITAIN
Brothers Cleaners 5000 GPH
Howard Cleaners 10,000 GPH
New Britain Dry Cleaning
24,000 GPH
ROCKY HILL
Charter Oak Corporation
7000 GPH
SOUTH NORWALK
Michael Cleaners 1000 GPH
WILLIAMANTIC
Mercury Cleaners 3000 GPH

DELAWARE

WILMINGTON
Lincoln Cleaners 40,000 GPH

DISTRICT OF COLUMBIA

WASHINGTON
Dickey's Cleaners 5000 GPH
Dupont Laundry 15,000 GPH
Gallagher's Laundry & Dry
Cleaners 5000 GPH
Old Colony Laundry Co.
13,000 GPH
Tower Cleaners 28,000 GPH

FLORIDA

DUNEDIN
Upton's Laundry, Inc. 5000 GPH
FORT LAUDERDALE
Fort Lauderdale Cleaners &
Laundry Inc. 4000 GPH
GAINESVILLE
Ideal Laundry 1400 GPH
HOLLYWOOD
Wynona Cleaners 2000 GPH
JACKSONVILLE
Roy A. Brown Cleaners 5000 GPH
Clean Cleaners 2000 GPH
Dixie Cleaners 10,000 GPH
Duval Laundry 5000 GPH
Lakeside Cleaners 2000 GPH
Spotrite Cleaners 2000 GPH
LAKELAND
Fenton's Laundry 3000 GPH
Lakeland Laundry 2000 GPH
LAKEWALES
Long's Dry Cleaners 3000 GPH
MADISON
Madison Cleaners 2000 GPH
PANAMA CITY
Pete's Cleaners 3000 GPH
Superior Cleaners 5000 GPH
PENSACOLA
Empire Laundry & Cleaning
Company 5000 GPH
SAINT AUGUSTINE
Saint Augustine Zoric Dry
Cleaners 3000 GPH
SAINT PETERSBURG
Howard Cleaners 5000 GPH
SARASOTA
Lily White Laundry 5000 GPH
TAMPA
Floral Cleaners 4000 GPH

GEORGIA

ALBANY
Allen Cleaners 5000 GPH
ATLANTA
Beales Laundry & Cleaners
5000 GPH
Excelsior Laundry 10,000 GPH
Landers Laundry & Cleaners
20,000 GPH
F. W. Olin School of Industry
3000 GPH
Piedmont Cleaners 8000 GPH
Whitman Laundry 5000 GPH
AUGUSTA
Hardy's Cleaners 2000 GPH
AVONDALE ESTATES
Deardon Cleaners 2000 GPH

COLUMBUS

Andrew Smith 3000 GPH
Bibb City Cleaners 5000 GPH
Peerless Cleaners 3000 GPH
COMMERCE
Peerless Laundry & Cleaners
3000 GPH
CORDELE
Arrington's Inc. 8000 GPH
Hunter Cleaners 5000 GPH
DALTON
East Side Cleaners 5000 GPH
DECATUR
East Lake Cleaners 3000 GPH
Morgan Cleaners & Laundry
8000 GPH
DOUGLAS
Premier Cleaners 8000 GPH
GRIFFIN
Griffin Laundry & Cleaning Co.
10,000 GPH
JACKSON
Jackson City Cleaners 3000 GPH
MACON
Snyders Cleaners 2000 GPH
Herbert Spiller Cleaners
2000 GPH
ROBINS
Master Cleaners 5000

IDAHO

HOMEDALE
Bergeson Cleaners 2000 GPH
IDAHO FALLS
Paramount Cleaners 2000 GPH
WEISER
Weiser Payette Laundry
1400 GPH

ILLINOIS

ALTON
Milton Road Cleaners 5000 GPH
Try Finer Cleaners 3000 GPH
ARGO
Argo Cleaners 5000 GPH
ARLINGTON HEIGHTS
Grove Cleaners 7000 GPH
AURORA
Baker Laundry & Dry Cleaners
Inc. 12,000 GPH
BELLWOOD
Acorn Cleaners 7000 GPH
BERWYN
Best Ever Cleaners 2000 GPH
La Salle Cleaners 17,000 GPH
BLOOMINGTON
Advance Cleaners 5000 GPH
BLUE ISLAND
Fashion Cleaners 3000 GPH
CHARLESTON
Lincoln Cleaners 1000 GPH
CHICAGO
Admiration Cleaners 3000 GPH
Allrite Cleaners 3000 GPH
American Ideal Cleaners
7000 GPH
Artistic Cleaners 51,000 GPH
Becker Cleaners 10,000 GPH
Clifford Cleaners 5000 GPH
Del Mar Cleaners 7000 GPH
Gateway Cleaners 10,000 GPH
G & B Cleaners, 10,000 GPH
Graham & Daniels 10,000 GPH
M. L. Gross Cleaners 5000 GPH
Madison Kedzie Cleaners
2000 GPH
Michigan Cleaners 40,000 GPH
Normal Cleaners 3000 GPH
Nortown Cleaners 7000 GPH
Paris Cleaners 5000 GPH
Pekin Cleaners 39,000 GPH
N. Preib & Company 20,000 GPH
Progressive Cleaners
20,000 GPH
Public Cleaners 20,000 GPH
Ruby Cleaners 7,000 GPH
Same Day Cleaners 10,000 GPH
South End Cleaners 30,000 GPH
Velvetone Cleaners 5000 GPH
CHICAGO HEIGHTS
Magicway Cleaners 3000 GPH
CICERO
General Cleaners 5000 GPH
Ideal Cleaners 10,000 GPH

DANVILLE

Modern Dry Cleaners
5000 GPH
DECATUR
Chumley's Cleaners 2000 GPH
EAST ST. LOUIS
Ajax Cleaners 5000 GPH
ELGIN
Cramer's Master Cleaners
12,000 GPH
EVERGREEN PARK
Martin & Sons 5000 GPH
GLEN ELLYN
Nu Way Laundry 7000 GPH
HINSDALE
Papenhause Cleaners
5000 GPH
JOLIET
Will County Cleaners 5000 GPH
LA GRANGE
Brainard Cleaners 3000 GPH
Breen's Fifth Avenue Cleaners
7000 GPH
LANSING
La Grange Cleaners 16,000 GPH
LANSING
Lansing Cleaners 3000 GPH
LEXINGTON
Polk Cleaners 1000 GPH
MONTICELLO
Paris Cleaners 1400 GPH
NORMAL
Model Paris Cleaners 5000 GPH
OK LAWN
Lefoldt & Lyon 5000 GPH
OAK PARK
Perfection Cleaners 5000 GPH
PARK RIDGE
Holt Cleaners 1400 GPH
ROCKFORD
Bon Ton Cleaners 5000 GPH
Moore Inc. 3000 GPH
Phoenix Cleaners 22,000 GPH
SOUTH HOLLAND
Hoekstra Cleaning Company
5000 GPH
STEEGER
Mercury Cleaners 5000 GPH
URBANA
Illinois Cleaners 5000 GPH
WESTVILLE
Grand Cleaners 1000 GPH
WINDSOR
Windsor Cleaners 1400 GPH

INDIANA

COLUMBUS
Benzol Cleaners 10,000 GPH
EAST CHICAGO
Twin City Cleaners 7000 GPH
EAST GARY
Artistic Cleaners 20,000 GPH
ELKHART
Elkhart Cleaners 5000 GPH
FORT WAYNE
Air View Cleaners 10,000 GPH
Hahn Way Cleaners 5000 GPH
GARY
Gary Cleaners 5000 GPH
Phillips Cleaners 10,000 GPH
United Cleaners 5000 GPH
HAMMOND
Conkey Cleaners 2000 GPH
INDIANA HARBOR
Twin City Cleaners 7000 GPH
INDIANAPOLIS
Brightwood Cleaners 3000 GPH
Century Cleaners 17,000 GPH
Cottage Dye House 8000 GPH
Crown Laundry 17,000 GPH
Davis Cleaners 10,000 GPH
Demaree Cleaners 5000 GPH
Gregg & Son Cleaners
27,000 GPH
KIRKLIN
Kirklin Cleaners 3000 GPH
LEBANON
Modern Cleaners 2000 GPH
New Royal Garment Cleaners
4000 GPH
LOGANSPORT
Richardson Dry Cleaners
2000 GPH
MUNCIE
Broadway Cleaners 5000 GPH

SOUTH BEND

Swank Dry Cleaners 7000 GPH
UNION CITY
Selbert Cleaners 3000 GPH
WASHINGTON
Quality Cleaners 3000 GPH

IOWA

BUFFALO CENTER
Bob's Cleaners 1000 GPH
CLARION
City Cleaners 1000 GPH
MUSCATINE
Luellen Cleaners 3000 GPH
SAC CITY
Lent's Cleaners 1400 GPH
WEST DES MOINES
West Des Moines Cleaners
1400 GPH

KANSAS

ARKANSAS CITY
Osage Cleaners 3000 GPH
CIMARRON
Cimarron Cleaners 1400 GPH
GREAT BEND
Bayless Cleaners 3000 GPH
JUNCTION CITY
Park Laundry & Dry Cleaners
2000 GPH
LARNED
Paris Cleaners 2000 GPH
NICKERSON
City Cleaners 5000 GPH
SALINA
A & Z Cleaners 1400 GPH
SCOTT CITY
Winters Cleaners 1000 GPH
WICHITA
American Laundry & Dry
Cleaners 3000 GPH

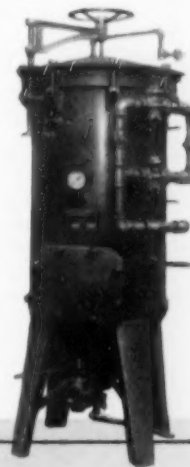
KENTUCKY

DAWSON SPRINGS
Ramsey Cleaners 2000 GPH
HENDERSON
Denton Cleaners 5000 GPH
LOUISVILLE
Hammond Laundry 3000 GPH
Lewellyn Laundry Co.
5000 GPH
Moon Cleaners 10,000 GPH
Parrott Cleaners 17,000 GPH
Spaulding Laundry 29,000 GPH
Volk Cleaners 2000 GPH
MOUNT STERLING
Mount Sterling Laundry
3000 GPH
MULDRAUGH
Banks & Banks 14,000 GPH

LOUISIANA

BATON ROUGE
A.B.C. Cleaners 3000 GPH
FRANKLINTON
Modern Cleaners 2000 GPH
LULING
Freeman Cleaners 5000 GPH
NEW ORLEANS
Roman Cleaners 3000 GPH
Tricon Cleaners 2000 GPH
United Dry Cleaners 2000 GPH
Vinson Cleaners 1400 GPH

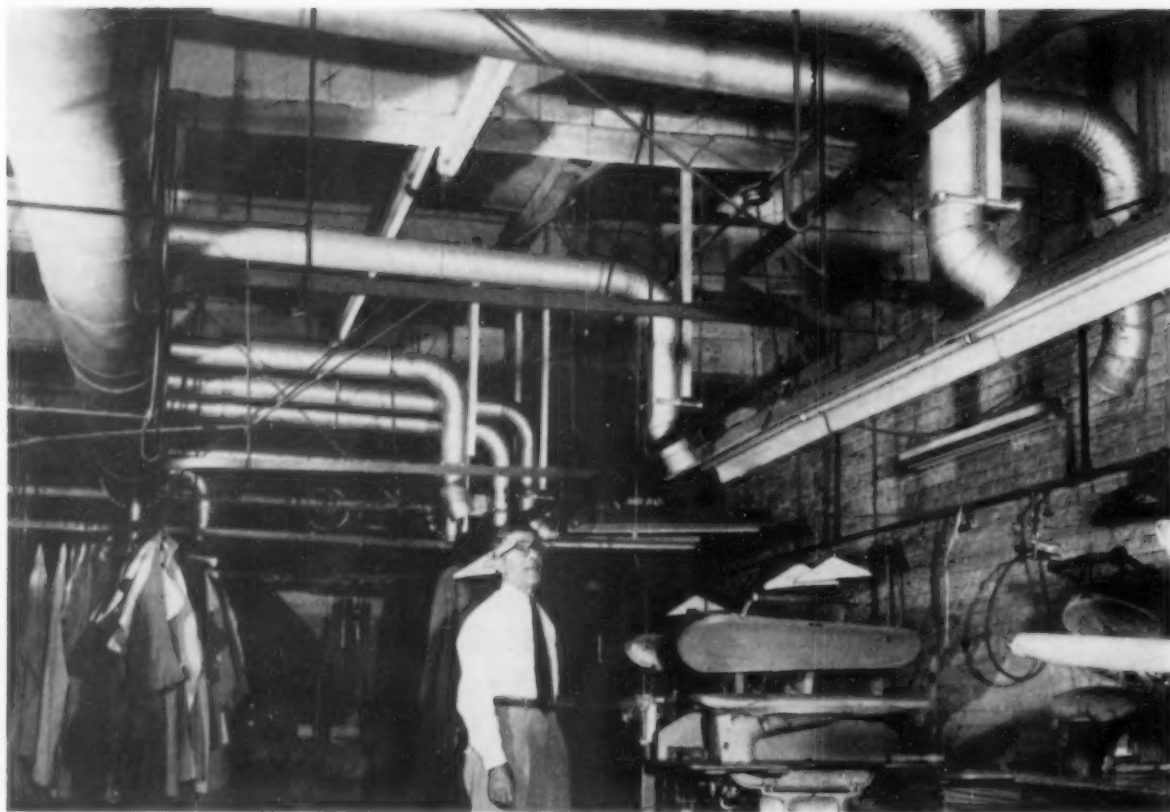
(Continued on page 47)



OLSON

FILTRATION ENGINEERS, INC.

THE OLDEST NAME IN DRY CLEANING FILTRATION



COOLING SYSTEM, installed last winter at Paramount Cleansers & Launderers, is inspected by Charlie Hatem. Comfortable working conditions have a lot to do with employee morale

How Paramount Holds Employees

Genuine concern for employee welfare, good pay and discipline are basis of personnel policy

By PHIL GREENE

GOOD EMPLOYEE RELATIONS, like goodwill, are often the result of careful attention to a lot of small details. They have a tremendous impact, also like goodwill, on a plant's profits. High employee turnover, the inevitable result of poor employee relations, is one of the most costly headaches of the drycleaning industry.

Paramount Cleansers & Launderers, Inc., Lowell, Massachusetts, operated by Charles A. Hatem, his brothers Joe and Edmund, and Mrs. Hatem, has been remarkably successful in reducing employee turnover to a minimum.

The average tenure of Paramount's 52 employees is four years.

Few people work for a financial incentive alone, but let's face it—the financial incentive has to be there. Paramount's employees, Mr. Hatem believes, are paid a little better than the average rate in other local plants. A special incentive system in operation for productive employees is based on their versatility and on their ability to produce the plant's standard of 20 good wool pieces per hour or 15 silk pieces.

Yet there are plenty of plants pay-

ing high wages which still have a severe turnover problem. Paramount's success involves a great deal more than money. As the employee attitude toward an employer is usually a reflection of the boss's attitude, an examination of Mr. Hatem's policies provides some clues.

Three points stand out in this relationship. The first might best be described as a sort of paternalism. Mr. Hatem is very much concerned with employees' welfare. He advises them on all sorts of personal problems, and apparently his advice is good because

PROVED BY THOUSANDS IN USE!

LOUISIANA (Con't)

PINEVILLE
Blue Ribbons Laundry 2000 GPH
SHREVEPORT
White's Cleaners & Dyers
10,000 GPH
WEST MONROE
Quality Cleaners 3000 GPH

MAINE

BANGOR
Modern Cleaners 5000 GPH
HOULTON
Houlton Steam Laundry
8000 GPH
OLD TOWN
Economy Cleaners 3000 GPH

MARYLAND

BALTIMORE
Arcade Cleaners 7000 GPH
Majestic Cleaners & Dyers
10,000 GPH
Nield Cleaners 15,000 GPH
Peoples Cleaners 2000 GPH
Regal Laundry, Inc. 10,000 GPH
BETHESADA
Blue Ribbon Laundry
14,000 GPH
BLANDENSBURG
Lofton Cleaners 5000 GPH

MASSACHUSETTS

BOSTON
Southside Dye House
20,000 GPH
BROCKTON
Parisian Cleaners 3000 GPH
GREENFIELD
Bond Cleaners 6000 GPH
HAVERHILL
Imperial Dye House
10,000 GPH
HOLBROOK
Holbrook Cleaners 5000 GPH
LYNN
Ideal Cleaners 5000 GPH
MALDEN
Atlantic Dry Cleaners 5000 GPH
Johnson Cleaners 5000 GPH
NEW BEDFORD
Saulnier's Dye House
5000 GPH
NORTH UXBIDGE
Pelland Bros. 5000 GPH
ROXBURY
South Side Dye House
10,000 GPH
Troy Dyeing & Cleaning Works
10,000 GPH
SPRINGFIELD
Lapidis Cleaners 5000 GPH
World Cleaners 3000 GPH
QUINCY
Old Colony Laundry 3000 GPH
WATERTOWN
Hollywood De Luxe Cleaners
5000 GPH
WORCESTER
Murphy Cleaners 2000 GPH

MICHIGAN

BENTON HARBOR
Benton Harbor Dry Cleaners
5000 GPH
BESSEMER
Johns Dry Cleaners 2000 GPH
CROSWELL
Croswell Cleaners 2000 GPH
DETROIT
Awry Cleaners 3000 GPH
Caspar Cleaners 2000 GPH
Sanders Cleaning Company
23,000 GPH
ESCANABA
Nu Way Cleaners 5000 GPH
GRAND RAPIDS
Afendoulis Dry Cleaners
8000 GPH

IRON RIVER

City Laundry & Cleaners
3000 GPH
LANSING
Riker Cleaners 5000 GPH
MORENCI
Bancroft Cleaners 10,000 GPH
MUSKEGON
Quality Dry Cleaners 8000 GPH
SAULT STE. MARIE
Robertson Laundry 5000 GPH

MINNESOTA

HIBBING
Central Laundry & Cleaning
Co. 3000 GPH
KENYON
Larkin Cleaners 1000 GPH
MANKATO
Finney Cleaners 3000 GPH
MINNEAPOLIS
Dubois Cleaners 5000 GPH
Lowry Hill Cleaners 7000 GPH
Nicollet Cleaners 5000 GPH
Pilgrim Cleaners 5000 GPH
Thomsen Cleaners 1400 GPH
Universal Cleaners & Dyers
5000 GPH
Woodlake Cleaners 3000 GPH
ORTONVILLE
Ortonville Cleaners 1000 GPH
ST. PAUL
Hazel Park Cleaners 5000 GPH
Shilda Cleaners 1400 GPH
Snowflake Laundry 2000 GPH
Sweeney Cleaners 5000 GPH
WABASHA
Midland Laundry 3000 GPH
WELLS
Wells Dry Cleaners 1400 GPH
WESTBROOK
Westbrook Cleaners 1000 GPH
WINDOM
Hoffman & Olson Cleaners
1400 GPH

MISSISSIPPI

JACKSON
Wolfe Dry Cleaners 1400 GPH
MERIDIAN
Troy Laundry 8000 GPH

MISSOURI

FARMINGTON
Giese Cleaners 3000 GPH
MEMPHIS
Greeno Cleaners 2000 GPH
ST. LOUIS
Aro Cleaners & Hatters
3000 GPH
Boxie Cleaners 5000 GPH
Friendly Cleaners 5000 GPH
Morgenthaler's Cleaners
13,000 GPH
Southside Standard Cleaners
8000 GPH
Wren Cleaners 1000 GPH

MONTANA

ANACONDA
Anode Cleaners 2000 GPH
BILLINGS
Billings Laundry & Dry
Cleaners 5000 GPH
BUTTE
Earls Modern Cleaners
2000 GPH
CULBERTSON
Valley Cleaners 1400 GPH
CUTBANK
Quality Cleaners 2000 GPH
GLENDAVE
Yellowstone Cleaners 5000 GPH
GREAT FALLS
Sun Cleaners 3000 GPH
HARDIN
Travett Cleaners 2000 GPH
MALTA
Malta Cleaners 1000 GPH
POPLAR
Vallee Cleaners 3000 GPH

NEBRASKA

GRAND ISLAND
Sink & Baer Cleaners 5000 GPH
HASTINGS
New Method Laundry 3000 GPH

KEARNEY

Kearney Laundry & Cleaners
2000 GPH
LINCOLN
Spiers Laundry Co. 5000 GPH
MCCOOK
Modern Cleaners 2000 GPH
NEBRASKA CITY
Finest Cleaners 1000 GPH
NORTH PLATTE
Master Cleaners 1000 GPH
OMAHA
National Cleaners 3000 GPH
T & F Wholesale Cleaners
3000 GPH
SCOTTSBLUFF
Fashion Cleaners 1000 GPH
SIOUX CITY
Levine Cleaners 1000 GPH

NEVADA

FALLON
Wardrobe Cleaners 2000 GPH
HENDERSON
Henderson Cleaners 3000 GPH

NEW JERSEY

ASBURY PARK
New York & New Jersey
Cleaners 20,000 GPH
ATLANTIC CITY
Globe Cleaners 7000 GPH
COLLINGSWOOD
Franklin Cleaners 10,000 GPH
EAST ORANGE
Post Cleaners 7000 GPH
Wolf Bros. 14,000 GPH
ELIZABETH
Morey Larue Laundry Co.
5000 GPH
IRVINGTON
Cooperative Cleaners
60,000 GPH
Madison Cleaners 70,000 GPH
JERSEY CITY
Aloy's Nu Life Cleaners
1400 GPH
Atlas Cleaners 7000 GPH
Consolidated Laundries
40,000 GPH
Franklin Cleaning Corporation
20,000 GPH
KEYPORT
Duke Keyport Cleaners
5000 GPH
LINDEN
West Minster Cleaners
7000 GPH
MORRISTOWN
Caroline Laundry Inc.
2000 GPH
Sunnyside Cleaners 3000 GPH
NEWARK
Pantex Cleaners 10,000 GPH
Windsor Cleaners 5000 GPH
NEW BRUNSWICK
New Staten Island Cleaners
10,000 GPH
PATERSON
Spotless Cleaners 130,000 GPH
RIDGEFIELD PARK
Tex Cleaners 10,000 GPH
RIDGEWOOD
Skibin, Inc. 5000 GPH
TRENTON
Stacy Laundry Corporation
5000 GPH
UNION CITY
Regal Cleaners 10,000 GPH
WEST ORANGE
Wolf Bros. 5000 GPH

NEW MEXICO

ALBUQUERQUE
Carsille Cleaners 1400 GPH

NEW YORK

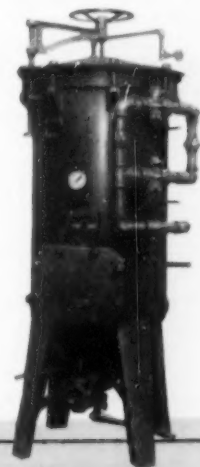
BABYLON
Babylon Cleaners 5000 GPH
BINGHAMTON
Morse & Kraupa Cleaners
7000 GPH
BRONX
Amalgamated Cleaners
10,000 GPH
Colonial Dye Works 50,000 GPH
Lichtenstein General Stores
50,000 GPH

BROOKLYN

All Service Laundry
Corporation 20,000 GPH
B & M Cleaners 50,000 GPH
Dix Stores, Inc. 5000 GPH
Howard Clothing Stores
7000 GPH
Klink Cleaners 5000 GPH
New York Cleaners 80,000 GPH
Nu Boro Park Cleaners
20,000 GPH
Rand Stores 90,000 GPH
Rose Cleaners 120,000 GPH
BUFFALO
Cadet Cleaners 10,000 GPH
Coverall Cleaners & Supply,
Inc. 20,000 GPH
Custom Cleaners 12,000 GPH
Stero Cleaners 12,000 GPH
DANSVILLE
Up-To-Date Cleaners 3000 GPH
KINGSTON
French Dye Works 20,000 GPH
MOUNT VERNON
Royal Service Laundry
2000 GPH
LONG ISLAND CITY
Astorla
Vanity Fair Cleaners 60,000 GPH
Blue Point
Blue Point Laundry 7000 GPH
Glen Cove
Dyckman Laundry 10,000 GPH
Lyndenhurst
Elen Cleaners 7000 GPH
Lynbrook
Park Cleaners 10,000 GPH
Whitestone
Kent Stores 40,000 GPH
NEW YORK CITY
Lehigh Cleaners 10,000 GPH
Rite Cleaners 160,000 GPH
PORT HENRY
Bertrand Cleaners 1400 GPH
POUGHKEEPSIE
Red Cap Cleaners 3000 GPH
ROCHESTER
Riverside Dry Cleaners
5000 GPH
Speedy Cleaners 7000 GPH
SOUTH OZONE PARK
Ozone Park Cleaners 2000 GPH
SPACHILL
Quality Cleaners 5000 GPH
UTICA
Progressive Cleaners 7000 GPH
VESTAL
Star Dry Cleaners 7000 GPH
YONKERS
Frey's Cleaning & Dyeing
10,000 GPH
M.C. Cleaners & Dyers
3000 GPH

NORTH CAROLINA

ASHEVILLE
National Cleaners 2000 GPH
BELMONT
Grier Laundry 5000 GPH
CHARLOTTE
Jones Dry Cleaners 10,000 GPH
Jung Bros. Cleaners 2000 GPH
Model Cleaners 5000 GPH
(Continued on page 49)



OLSON

FILTRATION ENGINEERS, INC.

THE OLDEST NAME IN DRY CLEANING FILTRATION



AIR VENTS are fed by fan on roof. Cooling mechanism is immediately behind fan

he is asked for it repeatedly. Just recently one of the girls told him that she wouldn't make up her mind on a car purchase until he looked it over for her. A man asked him to talk to the doctor before permitting an operation to be performed on a member of his family.

The plant throws two big parties a year, and the employees bring their wives, husbands or fiancées. One is at Christmas; the other is a summer cook-out. If an employee needs money for some emergency or other important reason, he or she talks it over with the Hatems and a solution is usually worked out. Plans are now in the works to start an employee credit union. Also in the works is a kitchen setup for employees' use. Coffee will be provided. The plant always sends flowers when deaths or marriages occur.

Management's attitude toward work is the second factor. The Hatems are much more interested in steadiness and reliability than in speed. Twenty wool pieces per hour is a modest production rate, and the plant doesn't ask for more. Mr. Hatem has found that employees just last longer turning out 20 quality pieces than they do turning out 30 or 35 under constant pressure, even though payment under the latter rate would be higher. Some of his pressers do work faster than the standard and are paid more, but no one is pushing them.

Mr. Hatem finds that finishing employees like to be shifted around, as the average person gets bored with the same type of work all the time. They are, accordingly, trained to be versatile. From the plant point of view, this comes in very handy in balancing production.

Maintaining good working conditions is another aspect of this paternalism. While visiting the National Institute of Drycleaning last year, Mr. and Mrs. Hatem admired the cooling system set up in the Institute plant. The basic feature of the setup is a

system of individually controlled ducts leading to each employee's work station. A huge fan on the roof pulls in clean air, passes it through a water cooler, and pushes it to each vent. The cost of such a system, including everything, comes to about \$125 per outlet, and Paramount has 52 outlets. The plant is comfortable, even on the warmest days.

The third point is the matter of mutual respect. Discipline isn't a term usually used in connection with cleaning plants, but it prevails here. For instance, there is no smoking during regular working hours. Some time back a few customers complained that they found burns on their returned garments. Even though it was doubtful that the burns were made in the plant, Mr. Hatem put a stop to that type of complaint by forbidding smoking except during the morning and afternoon rest periods. Consequently, the press tables are not charred, the

floor is not littered, and everyone seems to be standing the strain well.

Take the matter of plant maintenance. A certain amount of litter is inevitable in any plant but Paramount presents a remarkably neat appearance. Most plants have a sweeper who comes in after hours, but not this one. Every employee is responsible for keeping his or her own area clean. Every press unit has its own broom, and at closing time those brooms are busy. The girls in the shirt unit and assembly crews take turns sweeping up.

As if sweeping weren't enough, the employees also lubricate and clean their own equipment. The first 15 minutes of every Monday morning is devoted to this chore. The shirt girls do not tackle the full lubrication of the complicated shirt finishing equipment, but everyone else greases, oils and wipes clean his equipment.

There are no layoffs at Paramount. If volume is very slack, the work is



EACH PRESSER has his own broom and sweeps up his own area just before quitting time. Pressers also lubricate and clean own machines

PROVED BY THOUSANDS IN USE!

N. CAROLINA (Con't)

DURHAM
Durham Laundry Company
7000 GPH
Model Laundry 5000 GPH
ELIZABETHTOWN
Ideal Cleaners 3000 GPH
GASTON
Jacobs Laundry 6000 GPH
HENDERSONVILLE
De Luxe Cleaners 4400 GPH
Millers Laundry & Cleaners
3000 GPH
HICKORY
Quality Cleaners 2000 GPH
KINSTON
Carolina Cleaners & Laundry
Inc. 5000 GPH
MARSHVILLE
Perkins Cleaners 2000 GPH
MONROE
B & H Cleaners 3000 GPH
Williams Cleaners 3000 GPH
RALEIGH
Hiler Cleaners 3000 GPH

OHIO

ASHTABULA
Reed Cleaners 2000 GPH
CANTON
Bell Cleaners 10,000 GPH
Canton Laundry & Cleaning
Company 15,000 GPH
Tate Cleaners 12,000 GPH
CINCINNATI
Fenton United Cleaning &
Dyeing Co. 7000 GPH
Standard Overall & Dry
Cleaning Co. 10,000 GPH
CLEVELAND
Farrow Dry Cleaners 8000 GPH
Northern Ohio Cleaners
5000 GPH
Universal Cleaners 5000 GPH
DOVER
Kreig's Dry Cleaners 5000 GPH
EUCLID
South Euclid Dry Cleaners
5000 GPH
LORAIN
Universal Cleaners 5000 GPH
MAUMEE
Sanitary Cleaners 13,000 GPH
MOUNT VERNON
Mount Vernon Cleaners
5000 GPH
RIITMAN
Brown Cleaners 8000 GPH
SALEM
Paris Dry Cleaners 5000 GPH

OKLAHOMA

ELK CITY
Pauls Cleaners 2000 GPH
EL RENO
Pantex Cleaners 3000 GPH
GRANITE
Oklahoma State Reformatory
1000 GPH
MIDWEST CITY
Beacon Cleaners 3000 GPH
OKLAHOMA CITY
Downtown Cleaners 2000 GPH
Nu Way Laundry 17,000 GPH
Villa Cleaners 3000 GPH
PAINESVILLE
Becker's Dry Cleaners 5000 GPH
PRYOR
Whitaker State Home 1000 GPH
SEMINOLE
French Dry Cleaners 5000 GPH
SHAWNEE
Finley Cleaners 2000 GPH
TULSA
American Cleaners 5000 GPH
Cliff Cleaners 3000 GPH
P. T. Teel & Son Cleaners &
Dyers 3000 GPH
Yale Cleaners 6000 GPH

OREGON

ENTERPRISE
Enterprise Cleaners 2000 GPH

PENNSYLVANIA

ALBUQUERQUE
Superior Cleaners 5000 GPH
Woodlawn Cleaners 5000 GPH
ARDMORE
A. Talone 10,000 GPH

BRADFORD

Kenneth J. Walters Cleaners
6000 GPH
BROWNSVILLE
Fashion Cleaners & Dyers
5000 GPH
BUTLER
Bartoli Bros. 5000 GPH
Capitol Cleaners 2000 GPH
CANNONSBURG
Chartiers Cleaners 7000 GPH
CHAMBERSBURG
Tip Top Cleaners 7000 GPH
EASTON
King Cleaners 5000 GPH
ERIE
City Cleaners 3000 GPH
Washington Cleaners 3000 GPH
GREENSBURG
West Moreland Dry Cleaners
5000 GPH
HARRISBURG
Model Services Inc. 20,000 GPH
JEANNETTE
Model Cleaning & Laundry
Company 10,000 GPH
MCKEES ROCKS
Quality Three Hour Cleaners
5000 GPH
PHILADELPHIA
Centennial Cleaners & Dyers
Inc. 20,000 GPH
Easy Cleaners 20,000 GPH
Pascyunk Laundry 14,000 GPH
Reale Service Laundry 7000
GPH
PITTSBURGH
Liberty Cleaners 5000 GPH
Crandall McKenzie &
Henderson, Inc. 20,000 GPH
Paulson's Cleaners & Dyers
24,000 GPH
Penn Overall & Supply
10,000 GPH
D. H. Serusset Co. 3000 GPH
Sweet Clean Laundry & Dry
Cleaning Inc. 10,000 GPH
Oswald Werner & Sons
10,000 GPH
STATE COLLEGE
Balford's Cleaners Inc.
3000 GPH
VANDERGRIFT
Swartz Dry Cleaners 1400 GPH
United Cleaning Company
10,000 GPH
WASHINGTON
Resnick's Inc. 27,000 GPH
WESLEYVILLE
Forty's Dry Cleaners 3000 GPH
YORK
Formprest Cleaners 5000 GPH
Wertz Cleaners 5000 GPH

RHODE ISLAND

PROVIDENCE
Peerless Cleaners 7000 GPH
Rhode Island Cleaners
10,000 GPH
Star Cleaners 10,000 GPH

SOUTH CAROLINA

CHARLESTON
Copleston's Klendry 5000 GPH
MCCOLL
Weatherly Cleaners 7000 GPH
ROCK HILL
Rock Hill Laundry 3000 GPH
SUMTER
Kirkland's Cleaners 5000 GPH

SOUTH DAKOTA

ABERDEEN
Granger's Cleaners 2000 GPH
Mercury Cleaners 2000 GPH
CANTON
Modern Cleaners 1400 GPH
DELL RAPIDS
Dells Cleaners 1000 GPH
GREGORY
Devish Cleaners 1000 GPH
HOT SPRING
Uptown Cleaners 2000 GPH
HURON
Marion Cleaners 1400 GPH
RAPID CITY
Fischbach Cleaners 1400 GPH
Kelly Cleaners 3000 GPH

TENNESSEE

BRISTOL
Hatchers Cleaners 5000 GPH
Troy Laundry Co. 3000 GPH
CHATTANOOGA
A.B.C. Dry Cleaners 3000 GPH
CLEVELAND
Service Cleaners 8000 GPH
KINGSFORD
Kingsport Laundry Co.
5000 GPH
KNOXVILLE
North Knoxville Cleaners
2000 GPH
LIVINGSTON
Ideal Laundry & Cleaners
2000 GPH
MEMPHIS
Memphis Steam Laundry
10,000 GPH
UNION CITY
Rainbow Cleaners 2000 GPH

TEXAS

BROWNSVILLE
Model Laundry & Dry Cleaning
Corporation 3000 GPH
DALLAS
Airlawn Cleaners 2000 GPH
B. M. Rowland 1000 GPH
DICKINSON
Pan American Production Co.
3000 GPH
EL PASO
Elite Laundry & Cleaners
3000 GPH
HARLINGTON
Valley Laundry 3000 GPH
JUNCTION
Buster's Laundry & Cleaners
2000 GPH
LAREDO
Laredo Steam Laundry
5000 GPH
MONAHANS
Zenith Inc. 2000 GPH
SAN ANTONIO
J. Q. Magnolia Cleaners
3000 GPH
Sea Foam Laundry Inc.
3000 GPH
Snow White Laundry 5000 GPH

UTAH

HEBER CITY
Wasatch Cleaners 3000 GPH
LOGAN
Superior Cleaners 3000 GPH
NEPHI
Carter Cleaners 1000 GPH
OGDEN
City Dry Cleaners 5000 GPH
PROVO
University Cleaners 2000 GPH
SALT LAKE CITY
Excelsior Cleaners 23,000 GPH
Salt Lake City Cleaners
2000 GPH
Unique Cleaners 5000 GPH
TOOELE
Model Cleaners 2000 GPH

VIRGINIA

BEDFORD
Bowers Dry Cleaners 3000 GPH
CHARLOTTESVILLE
Piedmont Cleaners 3000 GPH
Rudy's Cleaners & Dye Works
5000 GPH
FALMOUTH
Falmouth Dry Cleaners
2000 GPH
FREDERICKSBURG
Shelton & Truslow Cleaners
8000 GPH
HAMPTON
Kecoughtan Laundry 3000 GPH
KILMARMOCK
W. A. Cox Co. 5000 GPH
LYNCHBURG
Hill City Laundry & Cleaners
5000 GPH
Hughes Dry Cleaning
Corporation 3000 GPH
NEWPORT NEWS
Newport News Laundry
Corporation 3000 GPH
NORFOLK
Virginia Carolina & Press
Works 12,000 GPH

RICHMOND

Montrose Cleaners 5000
Puritan Cleaners 5000 GPH
STAUNTON
Staunton White Way Laundry
Co. 2000 GPH

WASHINGTON

WALLA WALLA
Ben Greco & Sons 3000 GPH
YAKIMA
Dresswell Cleaners 3000 GPH

WEST VIRGINIA

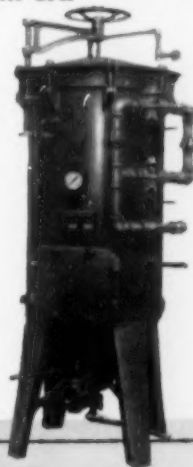
PARKERSBURG
Empire Dry Cleaners 5000 GPH
STAR CITY
Picketts Cleaners 3000 GPH
WEIRTON
Coronet Dry Cleaners
10,000 GPH
Sparkle Dry Cleaners 7000 GPH

WISCONSIN

BARABOO
Badger Cleaners 3000 GPH
Baraboo Laundry & Dry
Cleaners 3000 GPH
JANESVILLE
Peerless Cleaners 5000 GPH
KENOSHA
Temmer Cleaners 5000 GPH
Werners Kenosha Laundry &
Cleaners 5000 GPH
MADISON
Block System Dry Cleaning
5000 GPH
Madison Steam Dye Works
5000 GPH
MANITOWOC
Globe Laundry 5000 GPH
MARSHFIELD
Englebrecht Cleaners
2000 GPH
Normington's 5000 GPH
MILWAUKEE
Adelman Laundry 5000 GPH
Cadet Cleaners 7000 GPH
National Laundry & Cleaners
10,000 GPH
Vogue Cleaners 5000 GPH
MUKWONAGO
Mukwonago Cleaners 1400 GPH
SHEBOYGAN
Quick Cleaners 3000 GPH
STEVENS POINT
Normington's 5000 GPH
TWO RIVERS
Cool City Cleaners 5000 GPH
WAUSAU
Larson Cleaners 7000 GPH

WYOMING

CASPER
Cascade Cleaners 1400 GPH
Harry's Cleaners 1400 GPH
LANDER
American Laundry & Dry
Cleaners 1400 GPH
ROCKSPRING
Broadway Drive-in Cleaners
4000 GPH
Finer Cleaners 5000 GPH
TORRINGTON
Miller Keep U Nent Cleaners
2000 GPH



OLSON

FILTRATION ENGINEERS, INC.

THE OLDEST NAME IN DRY CLEANING FILTRATION

split up and everybody goes home at the same time. And it hasn't been necessary to fire anyone in years. Once in a great while when a very difficult personnel situation comes up, Mr. Hatem leans over backward trying to be fair. If cooperation is not forthcoming, he states the conditions under which the employee may continue. If the employee doesn't like the conditions, he quits. As stated, this is a very, very rare occurrence.

Employees are never criticized publicly but in the privacy of Mr. Hatem's office. If, say, shirt production is lagging, Mr. Hatem calls in the entire

crew. He figures that the crew members know as well as he does who is at fault, so he simply mentions the complaint to the three of them. This type of reprimand is sufficient here, and no one is unnecessarily humiliated.

Employees' personal cleaning had been something of a problem. When too much of it was trickling through gratis, a strict rule was set up. Every garment in the plant had to be properly tagged, and employees' cleaning would be charged for at one-half price. To support their own rule, Mr. and Mrs. Hatem pay half-price for their own cleaning. The income from

this employee volume is used to defray part of the cost of plant parties.

Last year, for the first time, management found it possible to present an employee bonus at Christmas. The bonuses were handed out the day before the Christmas party, and were a complete surprise to everyone. Twenty-four hours later, at the party, Mr. Hatem was presented with a printed and framed poem of appreciation signed by every employee in the plant. This tribute hangs over his desk, and he considers it one of the nicest Christmas presents he has ever received. # #

Paramount Streamlines Cleaning Room

By PHIL GREENE

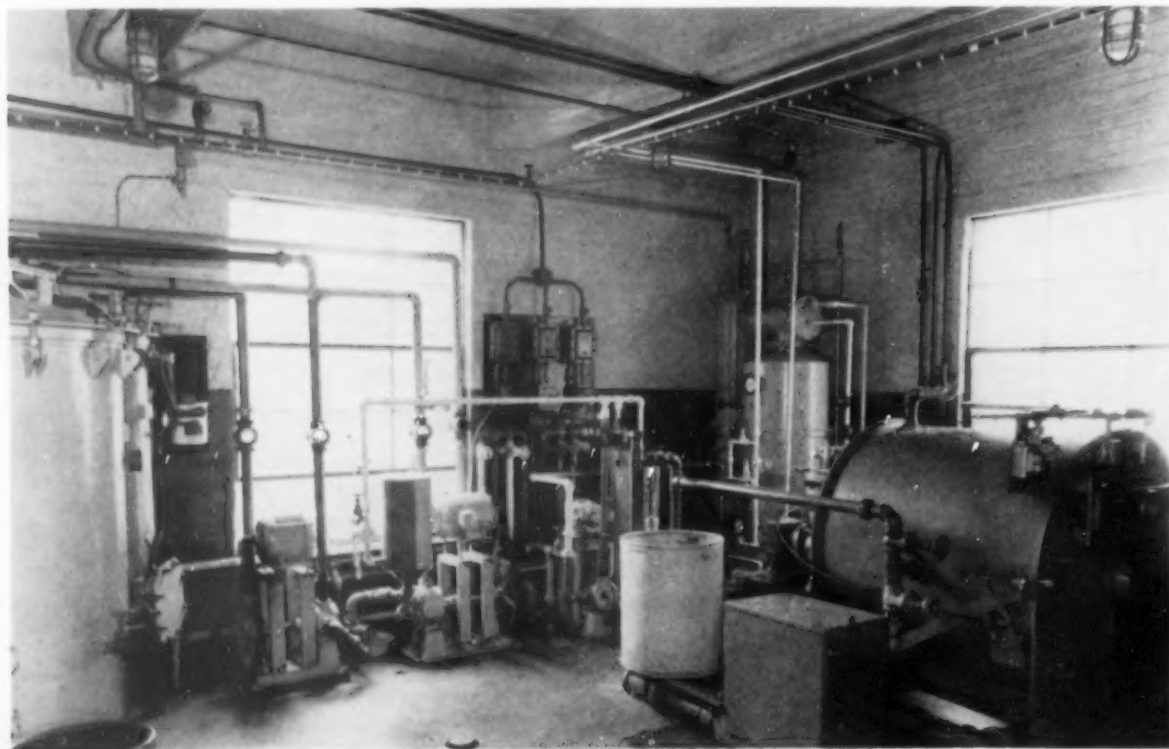
A COMPLETE PLANT OVERHAUL is under way at Paramount Cleaners and Launderers, Lowell, Massachusetts. Management started, logically enough, in the cleaning room.

The former equipment consisted of

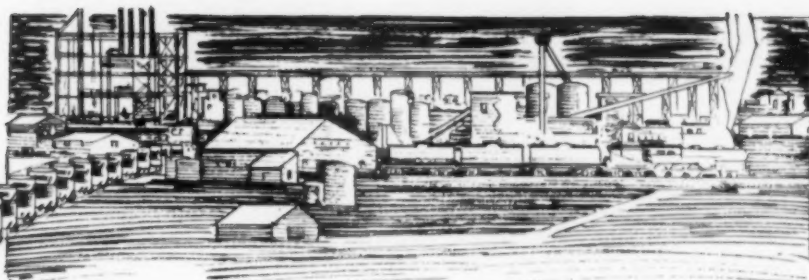
three washers—100, 50 and 40 pounds; one 3,000-gallon filter; one 150-gallon still; a battery of five or six open-end tumblers, and a big old extractor.

Now, about \$8,250 later, the room

has one 150-pound washer-extractor; a solvent cooler; an additional 5,000-gallon filter; a complete rearrangement of piping and pumps, and the same tumblers and still. A $\frac{3}{4}$ to 1 per cent charge was used before; now the



OVER-ALL VIEW of cleaning equipment shows layout and accessibility of washer-extractor, still, pumps and filters. Note different colors used on pipes and fittings



Stauffer is on stream with



Perchloroethylene

DRY CLEANERS' GRADE

ACROSS THE COUNTRY Dry Cleaners have become familiar with *Stauffer* Dry Cleaners' Perchloroethylene in blue and silver striped drums. Giving excellent results with even the finest clothes, *Stauffer* Perchloroethylene easily meets all specifications for purity and performance with quality to spare.

ON STREAM WITH PERCHLORETHYLENE means that *Stauffer*, with a brand new plant, has the facilities for supplying this fresh, sparkling solvent in every consuming center coast to coast.

IF YOUR DEALER does not now carry *Stauffer* Perchloroethylene, ask him to supply you with this Dry Cleaners' grade solvent. It is shipped in rust-proofed drums with 3 bungs for convenient handling.



Stauffer Chemical Company

380 Madison Ave., New York 17, N.Y. • 221 No. LaSalle St., Chicago 1, Ill.

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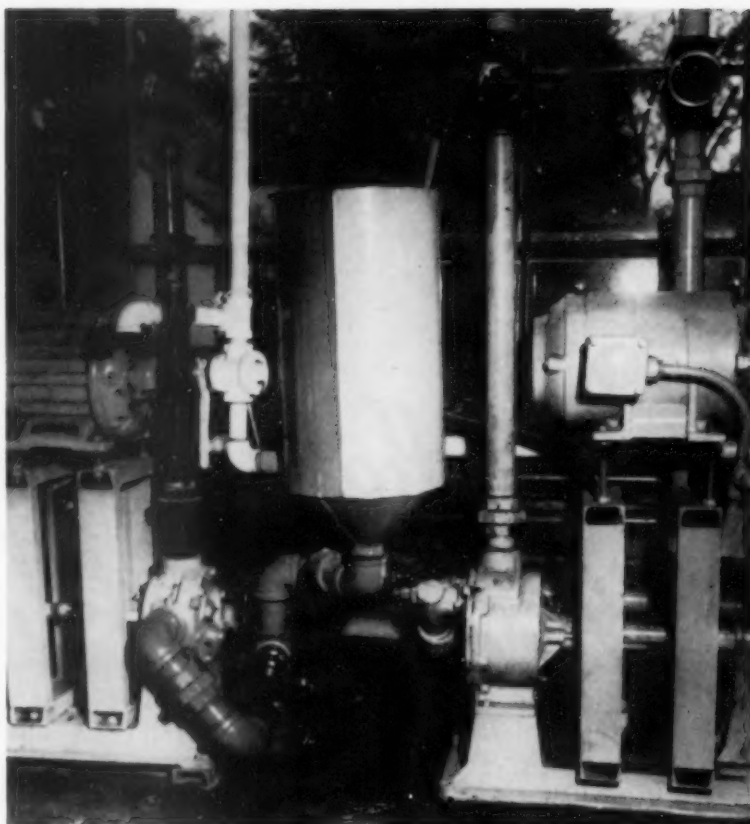
plant is running a 4 percent charge with conductivity controls.

The new washer-extractor, a two-pocket model, is turning out 175-200 pounds per hour as against 160 pounds per hour with the three wheels formerly used. Before, the cleaner had to work 12 to 14 hours daily to get out 2,000 pounds of work. The machines kept him busy every minute. Now the same work load is handled easily in nine hours, and Charles A. Hatem, the plantowner, says that a full 25 percent of these nine hours is devoted to other duties not directly connected with the cleaning operation.

Classifications Cut

The careful classification of work formerly required is not so important now. Only two color separations are used, lights and darks. Wools and silks can be mixed, but experience has proved that the proportion of silks in a wool load should not exceed 25 percent for top results. The machine does its best work at 150-160 pounds, but it has been overloaded to the extent of 200 pounds without a very serious drop in quality.

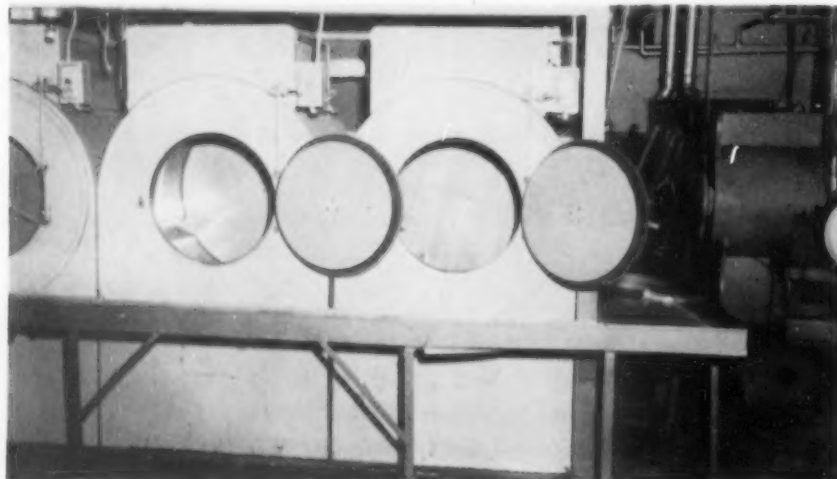
All piping in the cleaning room has been color-coded. Rinse lines are blue; charge, yellow; distilled solvent, white; steam, silver; air, blue-and-white stripes; water, pink; electrical conduit, red. The auxiliary pump lines by which rinse solvent is pumped to the still or distilled solvent pumped anywhere are green. Aside from the attractive appearance, the colors serve a practical practice. If Ray Favran, the cleaner, is out, almost anyone can operate the cleaning room easily by following a few printed instructions. Repairs and maintenance of the equipment are greatly simplified, too.



PRECOAT-TANK closeup. Tank is painted yellow and blue to indicate that it is used for both charge and rinse filters. Two valves at bottom control flow to filters

One unusual gimmick that Paramount worked out solved a serious filter-precoat problem. After the screens were cleaned, precoat powder was added at the button trap in the usual fashion. When the pump was started, enough dirty solvent would reach the filter ahead of the powder to foul up the screens and bump up the pressure. Pressure often hit 40-45 pounds.

To solve the problem, a cone-shaped can was hooked into the system between the pair of filter pumps. The outlet at the bottom of the cone leads through a Y fitting to the suction side of either pump. Pure solvent is added through a connection on the side of the tank or can, precoat powder is added, and the mixture is pumped directly to whichever filter is being precoat. # #



TUMBLERS FACE cleaning unit, are insulated by partition at top and back. Shelf in front makes it easy to shove tumbled work around corner to spotters

GO AUTOMATIC

WITH

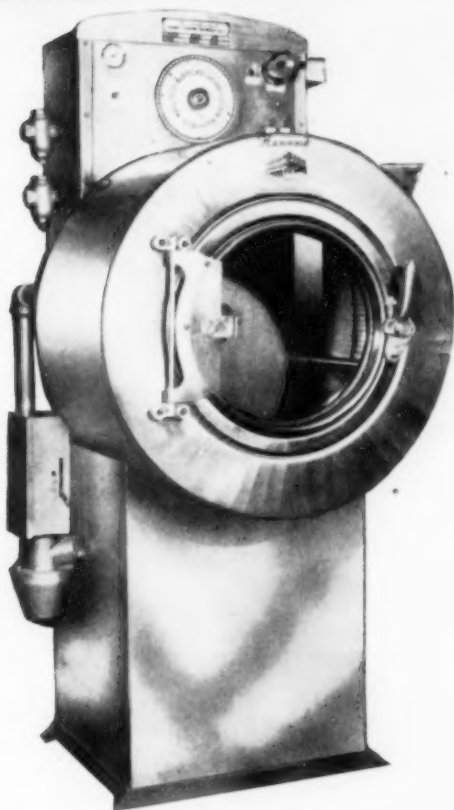


Illustration shown: 25 lb.

Midget-Matic
OPEN END WASHER

The exceptional performance of Hammond Automatic Laundry equipment combined with their exterior beauty will give you an installation that will always be worthy of your customer's comments.

By replacing your obsolete machinery with streamlined and efficient Hammond Automatic equipment, you can not only meet the Spring rush, but turn out customer work that keeps them coming back again and again. With Hammond automatic washers, extractors and tumblers you can turn out highest quality work in a much shorter period of time. Built for years of sturdy, efficient service, your Hammond automatic equipment will mean soaring profits this Spring and every Spring. Write today or contact your nearest Hammond dealer.

**MAIL
THIS
HANDY
COUPON**

- ☐ Please send all available information on Hammond automatic equipment.
- ☐ Have your representative call with prices and details.

Name

Firm

Address

City Zone State

Hammond Laundry-Cleaning Machinery Company
Hammond Building Waco, Texas

Hammond
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BUILDING • WACO, TEXAS



OLD CHAIRS are sturdy and can be used by customers at Alexandria Cleaners store. Pilferage has not been problem in eight years since antiques have been displayed

Antiques Intrigue the Ladies

THE ANTIQUES DECORATING the stores of Alexandria Cleaners in Alexandria, Virginia, are the "real McCoy." The number and quality of the antiques are making the Alexandria stores favorite subjects of conversation among the ladies of the Washington suburb. Especially the large new store opened only last winter by Henry L. Hammer, president of the firm.

Actually the impact of the new store is a little disconcerting when you first walk in. Facing a fireplace with logs on old brass andirons, surrounded by period chairs and tables, it's almost as though you had stepped into a private home while the owner was absent. Colonial wallpaper on one wall backs up a charming oil painting.

By **WILLIAM R. PALMER**

China clocks rest on the mantelpiece. Cupboards display famous old English china, and two niches feature beautiful rose-cut glass goblets bathed in rose-tinted light.

The portico back of the counter (which even has an old-fashioned candle lamp suspended from its ceiling) seems not at all out of place. As a symbol of American Colonial design it lends an air of stateliness to the room. It also provides something massive to hold attention among so many small pieces of old Americana.

It was Mr. Hammer's intention to give the ladies something to remember the firm by, and he has succeeded

completely. They ask about various pieces, tell the clerk about their own, and particularly bring many of their friends in to look at them. This is the main idea, for Alexandria Cleaners is solely a store operation.

The stores are drawing so well that Mr. Hammer is now redecorating some of his older units along the same lines. One just completed is a tiny store, yet the motif is the same. A portico covers the entire back of the store, and cut glass, china and brass are displayed on all the walls.

Occasionally some suspicious damsel asks if all this display of antiques isn't raising the price of cleaning. Mr. Hammer's reply is that it is *his* form of advertising and costs no more in the long run than the advertising he would be forced to pay for otherwise. This way, he tells them, he has something beautiful to show for the company's money and for the customers to enjoy, while conventional advertising would be here today and gone tomorrow!

Mr. Hammer disclaims Colonial antiques as his hobby. He chose the store decorations solely to please his customers, he says, and got some expert help in selecting them. He decorated his first store in that manner in 1946, and has done the same with each new store and each remodeling since. The decorations were sufficiently effective so that, although he started business with trucks in 1940 and kept routes throughout the war, he abandoned them in 1948 for his stores-only operation.

That old stuff *must* be pretty potent! # #



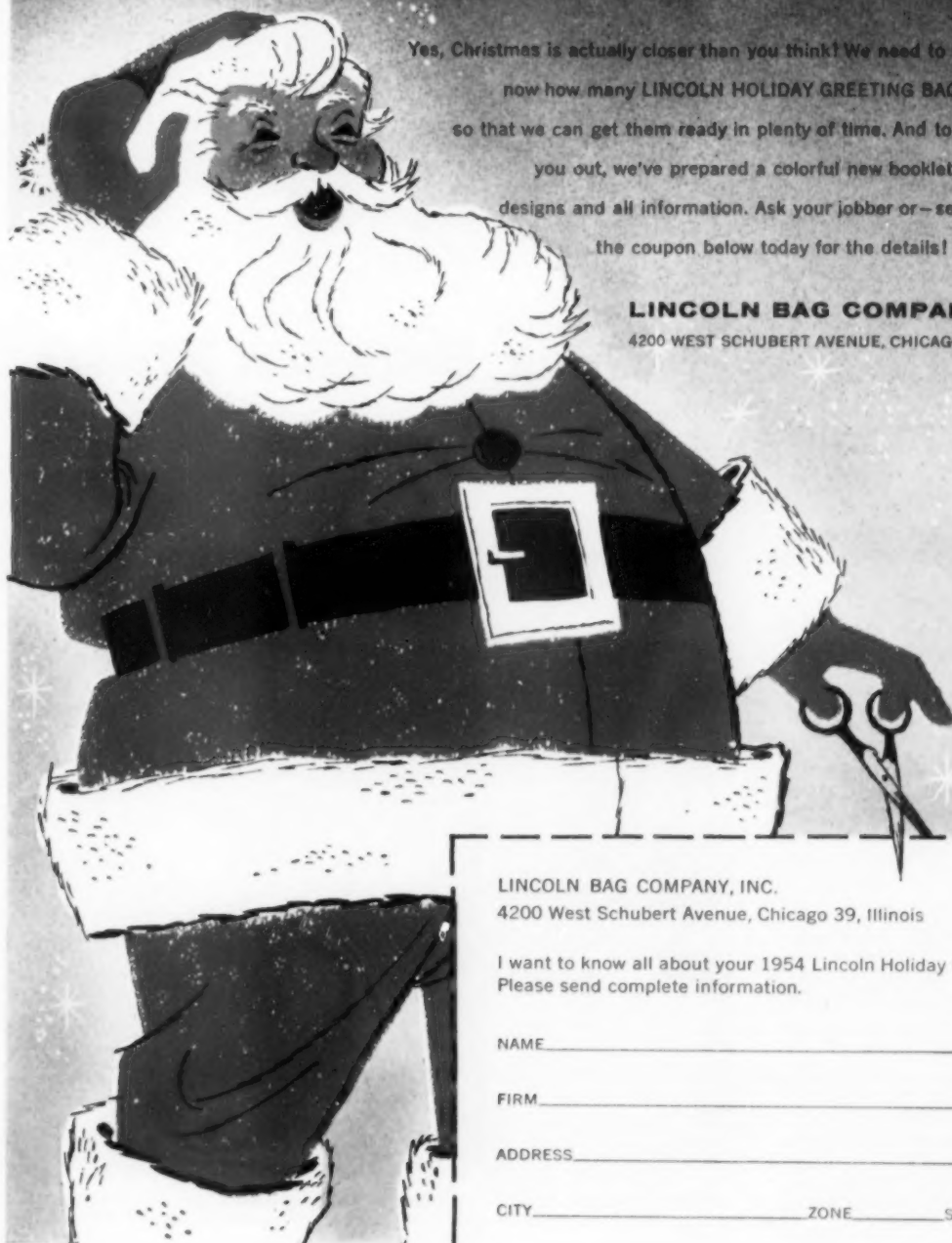
EVEN FRAMED POSTERS blend in. They're tilted toward door by 4-inch insert to prevent glare or highlights that often spoil flat posters. A slot in the deep side permits the posters to be changed easily

IT'S ONLY "X" DAYS TO CHRISTMAS!
NOW IS THE TIME TO ORDER YOUR

Lincoln Holiday Greeting Bags

Yes, Christmas is actually closer than you think! We need to know right now how many LINCOLN HOLIDAY GREETING BAGS you will require so that we can get them ready in plenty of time. And to help you out, we've prepared a colorful new booklet showing the designs and all information. Ask your jobber or—send the coupon below today for the details!

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4200 WEST SCHUBERT AVENUE, CHICAGO 39, ILLINOIS



LINCOLN BAG COMPANY, INC.
4200 West Schubert Avenue, Chicago 39, Illinois

Dept. NCD

I want to know all about your 1954 Lincoln Holiday Greeting Bags.
Please send complete information.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



SLOTTED SPEED RAIL is painted out by Howard Leon as load of garments comes up for finishing. Projecting pins are braced by short dog leg for additional support

How To Speed Work Between Floors

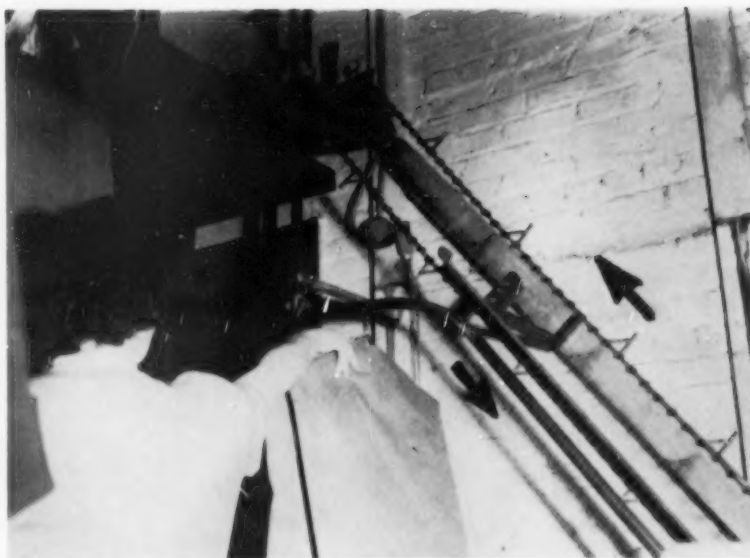
Home-made conveyor cuts costly delays for New Jersey drycleaner

By HENRY MOZDZER

THE WORKFLOW at Leon's Cleaners in Red Bank, New Jersey, had never been considered entirely satisfactory by the father-and-son team of Max and Howard Leon. This year they did something about it. With the help of a local machine shop they devised and installed a conveyor system which eliminated a major bottleneck between the cleaning and finishing departments.

The main difficulty was that the plant occupied two floors and the garments had to be transported to the upper floor for the finishing process. Up until a few months ago this meant that the garments had to be loaded in trucks and hampers and moved up to the second floor by means of a service elevator. Delays were frequent and the hampers clogged the aisle space on both floors between times.

Getting rid of the trucks and hampers was simple enough. All they did was hook up a speedrail system. The hardest part was to devise a method



BAGGED GARMENTS will be placed behind the projecting pin as it engages the slotted speed-rail for descent to storage area on first floor. Retarding action was necessary to keep garments from flying off rail by too rapid descent

two ways to stop trouble- before it starts

USE **New** **FILT-R-FAST**
THE BAG TELLS WHY
IT'S YOUR BEST BUY

KILN-FLUXED WITH SODA ASH for surface slickness means speedy flow-rate at any soap concentration.

CYCLONE CLEANED for uniform particle-size with a minimum of "fines" means less filter plugging, lower pressure, longer useful life.

SNOW-WHITE AND SPONGY means clean solvent with low soap loss . . . in batch or charged-system operation.



And REMEMBER THESE FACTS ABOUT TIME-TESTED MAGNESOL®

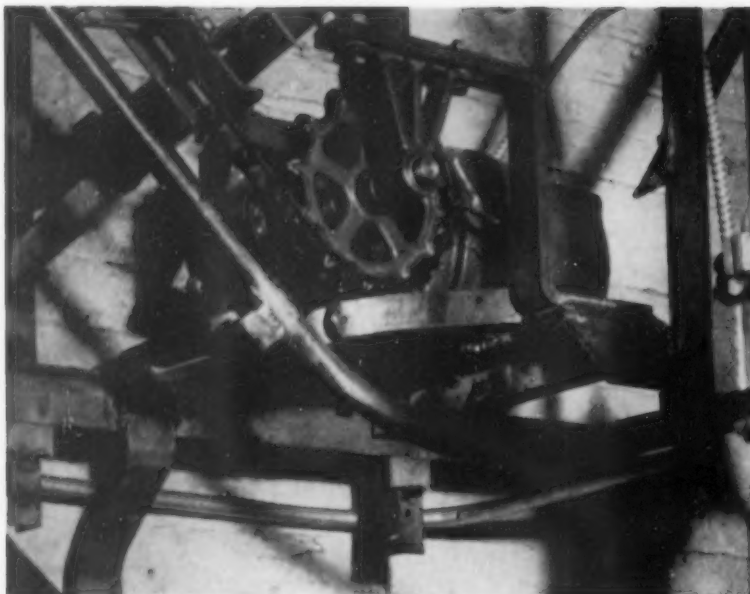
1. With 4% charge, use Magnesol exclusively on your rinse filter to keep rinse solvent sweet and clear, as soap-makers recommend.
2. With 1% charge or batch system, add a little Magnesol with every load to prevent the build-up of Fatty Acid brought in by each new load of clothes.
3. With any system . . . purge every once in a while to bring down the foul gooey sludge, acidic muck and other contaminants. When odor, or other trouble threatens—play it safe—purge your system promptly!



WESTVACO CHLOR-ALKALI DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION
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CHARLOTTE, N. C. CHICAGO, ILL. DENVER, COLO. PHILADELPHIA, PA. ST. LOUIS, MO.



DRIVE MECHANISM closeup shows sprocket and guide below it which lines up the pegs with the slot in the speedrail

for getting the garments up and down without relying on the elevator.

The Leons' first thought was to let the garments come down by means of a gravity rail which could be rigged above a stairway connecting the two floors. This didn't work out, however, since the 60-degree pitch of the rail proved too fast to bring the garments down. They just wouldn't stay on the rail.

The first conveyor then was designed to retard the bagged garments until they were brought down low

enough to proceed safely under their own momentum. By trial-and-error they finally worked out the details for a conveyor which satisfied this end. A few weeks later they began work on an "up" conveyor which incorporated the same features as the first. Both have been used satisfactorily at the Leon plant for the past three months.

The Leon conveyor works on the same principle as a bicycle chain. In this case, they use standard farm-machinery chain with interchangeable links, driven by a fractional-horse-



UP-AND-COMING garments are brought up by a second conveyor from below. Note brackets constructed of welded channel iron affixed to 2-by-10-inch planks bolted to wall. Bracket supports both speedrail and drive chain

power electric motor rigged with a sprocket. This drive chain runs parallel to the slickrail and is fixed directly above it. Pins set perpendicular to the chain are located at 16-inch intervals along its outer diameter. As the chain turns the pins are guided into the speed rail which has been slotted along its top side to accommodate them.

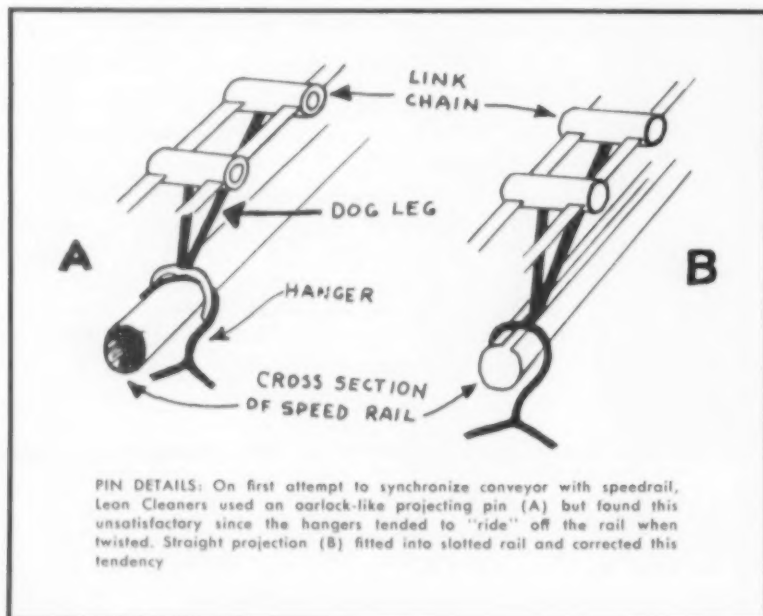
It is these pins that control the movement of the hangers on the grades between floors. As the pins leave the speedrail at the end of the conveyor run, the garments slip down the rail under their own momentum.

The "down" conveyor is 16 feet long and utilizes a 1/4-hp motor. Its total cost ran to around \$300.

The second conveyor is 22 feet long and has a 1/2-hp. motor which has been found satisfactory for pulling a full load up the 50-degree incline to the finishing room. Its total cost including materials, reinforced bracing, and installation came to \$600.

Both conveyors cost the company less than \$1,000, including installation costs.

Although no figures are as yet available as to the actual savings made, management is quite confident that they are there, since the normal delivery time between the cleaning and finishing departments has been reduced from 10 to 2 minutes. # #



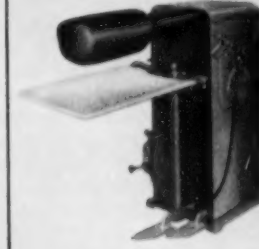
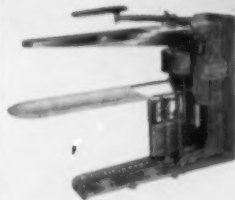
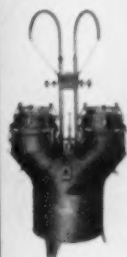
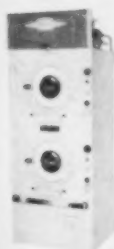
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MANUAL

By LAURA HERRMANN PORTERFIELD

PART IV:

Finishing Children's Garments

CHILDREN'S GARMENTS are often the most neglected and are considered the most difficult ones to finish. They usually get put off until all the rest of the work is out. Actually, however, they are really no more difficult to finish if a proper method is followed.

We usually find that we do not have any special equipment to use for children's garments; most of them are finished on the regular size equipment. It is often difficult to fit some of these small garments on the standard size equipment. Children's coats and jackets can, however, be finished on a steam-air form that is adjustable to the smallest sizes. Follow the method recommended in the previous article (Part III, August 1954).

In the unit that is used for the finishing we would also like to see a set of puff irons with either a long sleeve or a bag-type sleeve, and a standard combination press. We could also use a silk finishing unit to finish most of these garments, using the buck of the machine as a steam-finishing board.

Instructions to Trainers— Snowsuits

The very small one-piece snowsuits are usually made of the water-repellent type of material. If they have been extracted too hard, we find that they require some extra heat to remove the wrinkles, just like the cotton garments we had in the silk finishing department. Be sure that the trainee

uses the water spray gun as much as possible to remove these extra wrinkles when finishing by the method described below.

Many of these garments have knit bands at the wrists and ankles and very often these have been stretched out of shape. Show the new operator how to shrink these back in with a little steam and the working of the fingers to shrink them in width and stretch them in length. It is also important that she keep the lining of these garments smooth as she is finishing the outside; with this precaution

she will very seldom have to do anything to that part of the garment.

Snowsuits made of nylon and the other man-made fibers usually do not present any problem to the finishers. If they are made of corduroy we will have to use a velvet brush, brushing the nap up on this material instead of down, to give depth to the fabric.

Explain to the pupil why it is important to finish the legs and the sleeves of the garment before doing the rest of it. Show her how it would become wrinkled if the sleeves and legs were finished after doing the body.

It is always important to explain and give a reason for your method of finishing. We find that it sticks with the pupil much better than if we merely say, "Just do it."

(Continued on page 62)



Fig. 1. Placing sleeve of one-piece snowsuit on sleeve



Fig. 2. Finishing leg of snowsuit on sleeve

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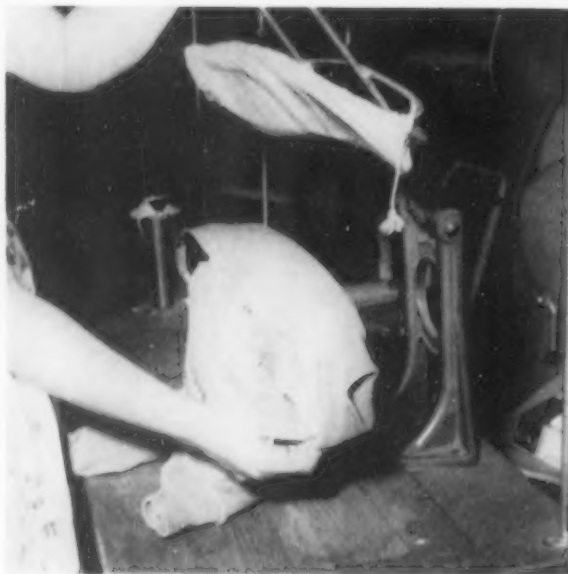


Fig. 3. Finishing leg of snowsuit on puffer



Fig. 4. Finishing body top on mushroom puffer

(Continued from page 60)

Instructions to Trainees

Job Breakdown: One-Piece Snowsuits

IMPORTANT STEPS and KEY POINTS

1. Place sleeve on sleeve (Fig. 1).
 - a. If using bag sleeve, place hand inside sleeve through cuff to reach end of bag sleeve.
 - b. Pull sleeve on to sleeve arm, holding tight with left hand.
 - c. If using puff-iron sleeve, place sleeve so tight cuff is off edge of puffer and underarm seam is on top of puffer.
2. Spray entire sleeve and steam.
 - a. If garment is of waterproof cotton or type that becomes badly wrinkled, spray lightly with water spray gun while steaming.

- b. If using bag sleeve, or type of puff irons with vacuum and head, proceed according to recommended method to finish sleeve.
3. Remove sleeve and proceed to next one.
4. Finish legs of snowsuits (Figs. 2 and 3).
 - a. Using same method as for sleeves, finish both legs of snowsuit on bag sleeve or puff-iron sleeve.
5. Finish collar and trim.
 - a. Using either shoulder or mushroom puff iron, use either the hand pad or flap, top of puff iron to finish trim, after spraying with water gun if needed.
6. Finish body top and seat of garment (Fig. 4).

- a. Start on one side of garment, finish with steam and water spray gun on the mushroom puffer or press.
 - b. Continue around body top of garment above legs.
 - c. Move around hipline or bottom of garment above legs.

7. Finish odd areas with hand iron.

- a. This should be necessary only in unusual cases.
- b. Use water spray gun on these areas before ironing.

Leggings and Two-Piece Snowsuits

These are finished by the same method described above, except that each piece is handled separately.

Jodhpurs

Jodhpurs are finished the same way as slacks or trousers, except that they are



Fig. 5. Fitting jacket on steam-air form



Fig. 6. Finishing body of jacket on small end of buck

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usually creased on the sides, using the regulation press.

There is some question as to whether jodhpurs should have two or four creases. We suggest that you return them to the customer as received. It might be a good idea to instruct the counter girl or the routeman, when receiving the jodhpurs, to ask if the customer wishes two or four creases in each leg. If four creases are wanted, we usually crease the front and back first and then lay the side and inner seams on the length edge of the buck separately as the last two lays.

Instructions to Trainers— Boys' and Girls' Jackets and Suit Coats

If you have one of the new steam-air machines with adjustable shoulders to fit these smaller garments, you can finish most of them right on the machine with a minimum of touch-ups (Fig. 5). Follow the method prescribed by the manufacturer, afterward touching up where necessary on the press. Usually the only touching up needed is on the front lapels and the sleeves, if they were creased.

Again it is important to have a method to finish these garments. Usually the operator has been taught to finish ladies' or men's wool gar-

ments before you teach her to finish children's garments and therefore she should have little difficulty with these small jackets.

Most plants are in the habit of putting creases in children's sleeves. Try to keep the operator from doing this unless the sleeve has the type of crease that cannot be removed.

Instructions to Trainees

Job Breakdown: Boys' and Girls'
Jackets and Suit Coats

IMPORTANT STEPS and KEY POINTS

1. Finish body of jacket on mushroom puffer or small end of buck (Fig. 6).
 - a. Start at shoulder front of jacket. steam, use flap head of puffer or hand pad if using puffer.
 - b. Continue across back of jacket to other side of garment, using buck steam and fanning motion of head of press if using press.
2. Finish collar on small end of buck.
 - a. Use buck steam and shrink collar in with fingertips.
3. Finish sleeves on press if creased. Finish sleeves before Step 1 if rolled.
 - a. Do not crease sleeves if there is no mark.
 - b. Place full sleeve on small end of buck and steam, straighten and lower head in fanning motion. Apply vacuum as head is released.

4. Finish shoulder head of sleeve.

a. Using small puff iron, place sleeve over puffer, being sure remainder of sleeve is held away from puffer.

5. Finish lining.

a. Use dry iron, no steam, if you are finishing lining of garment that has been pressed (see Part III).

Bonnets and Snow-Caps

There is such a great variety of types in this group that you just have to use your best judgment in finishing them. We usually find that the shoulder puffer in the unit is the one that will give the easiest and best finish.

Very often we find plants where the operator just steams these items and leaves them very limp. Use either a hand pad or the flap head of your puffer to give them a nice finish.

We find that the little baby bonnets with strings and ruffles on the facing can usually be finished best in the silk department, because of the need of the little egg puffer and the hand iron. These bonnets are often very wrinkled. A little moisture from the spray gun and then either the edge or point of the egg puffer and the hand iron will give a good finish. Many of the ruffles could stand a little spray from the sizing gun.

The finishing of children's garments requires a little intuition and thought on the part of the operator. Work out a system and stick to it. # #

QUESTIONS and ANSWERS

Wave Lotion Damage

This blue gabardine dress was cleaned last spring and hung in a bag all summer. When the owner opened the bag, she discovered red spots on the dress that had not been there when she put it away. Can you tell us what caused them?—*I. C. M., Tennessee*

These spots have been caused by a loss of color; the only means of restoration is redyeing.

Our tests indicate that the damage has been caused by cold permanent wave solution contacting the garment. Damage from these solutions does not appear immediately—it takes some time for it to develop. This in itself presents a serious problem for the drycleaner, because the spots often appear when the garment is in his hands, and the customer blames the cleaner for the damage. Evidently, in this case, the damage did not show up until after the garment had been cleaned and placed in a garment bag.

Unfortunately, most of the people using wave solutions do not realize how harmful they are to dyestuff. As a result they have become a principal source for this type of damage.

Acid Fade

What caused the spots on this purple dress and its belt?—*N.W.C., Texas*

Tests conducted on this garment show that it is made of acetate and rayon yarns. The loss of color resulting in the pink discoloration of the dress is caused by a loss of dyestuff from the acetate yarns. This loss is due to "acid fade."

Acid fading, like its counterpart acid gas fading, occurs only on acetate fabric. The acetate dyestuff is very susceptible to fading from acids where they are built up in sufficient strength.

In the case of this garment, perspiration has built up acids underneath the arms and also at the waist area underneath the belt. The acid concentration was strong enough to cause the color loss.

The drycleaning process has had no part in causing this damage, but frequently it develops as the garment is drycleaned. In the process the heat necessary in deodorization and finishing might speed up the action of the acids present. However, the clean-

er has had no part in causing the acids themselves to be present and therefore can hardly be blamed for this damage.

Redyeing will restore the garment.

Stains From Buttons

When we drycleaned this gray dress, the black buttons melted. Can you tell us how to remove the stains left by the buttons?—*C.C., New Jersey*

The buttons that have caused the damage are probably made from the plastic called polystyrene, which is slightly soluble in petroleum drycleaning solvents and very soluble in synthetic solvents.

This type of damage is directly attributable to the use of an unserviceable button that will not withstand standard drycleaning solvents. It is my opinion that the drycleaner can hardly be blamed for this damage, because despite any precaution he might take, some garments with this type of button will be damaged.

Fortunately the damage can be overcome. To remove these plastic stains, allow the stained areas to soak in amyl acetate until they soften and eventually dissolve. It takes time for the amyl acetate to work so patience is the byword. Before the stained area dries out (amyl acetate evaporates very rapidly) keep adding a few drops on each stain. As the plastic dissolves, rinse the garment through the regular cleaning operation.

Should this not remove the stains, they are of the type caused by a vegetable ivory button. Stains from these buttons result when the garment and the buttons are exposed to steam in finishing. These stains are generally impossible to remove.

Discoloring Streaks

Can you tell us what caused the discoloring streaks in this skirt and how to remove them?—*W. B., Illinois*

The discoloring streaks in this skirt appear to be due to a bleeding of dyestuff.

It is impossible for us to determine exactly how the bleeding took place. However, the garment contains acetate fiber and it is characteristic of acetate dyes to bleed in the presence of either hot water or alcoholic solu-

tions. The most likely cause of the damage would be that the garment came in contact with alcoholic solutions that caused the dye to bleed and then the garment dried in this streaked condition.

The best way to try to clear the garment is to soak it in a bath of water to which has been added a wetting agent. Add about 3 ounces to 5 gallons of water and allow the skirt to soak for 12 to 24 hours. Very often just this soaking out with a neutral wetting agent is enough to clear the garment. If not, I would add about 4 ounces of ammonia to the bath and again soak the garment for a prolonged period, the length of which would depend on the bleeding of the dyestuff that takes place. After the garment is clear, rinse in cold water and dry on a windwhip.

Faded Cotton Jacket

Our customer claims that during our cleaning process the jacket of this child's snowsuit shrank, and faded to the extent that it no longer matches the trousers. The underside of the collar did not change color, however. Since the jacket was processed by our usual method, how could this have happened?

—*H.C.C., New York*

The outer fabric of this garment is of cotton. One of the failings of cotton dyes is that they are very susceptible to sunfading. Therefore on almost any cotton garment there is usually a difference in color between areas exposed to sunlight and those not exposed, such as the area underneath the collar.

There does not appear to have been any mishandling of this garment in the cleaning process, and it has not been wetcleaned. Any loss of color that has occurred, in our opinion, is the result of normal loss through sunfading.

Because of the knit-back construction of the pile lining of this type of garment, shrinkage may take place. But such shrinkage is usually accompanied by a puckering of the material around the placket of the zipper. This does not seem to be in evidence here. There is a possibility that the youngster's growth since the garment was last worn may account for the belief that the garment has shrunk. Very often this is the case.

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- Are you thinking of opening a drive-in store at your plant?**
- Are your trucks in need of replacement?**

THESE ARE BUT A FEW of the reasons why drycleaners find their way to the banks in search of loans. Many are successful in their applications, many are not. While credit is hardly an exact science, this article undertakes to probe the fundamental reasons for success and failure as a basic guide to cleaning plant operators who may some day seek bank loans.

Industry Conditions

To begin with, consider the conditions peculiar to your industry. Unlike other businessmen who have inventory problems, drycleaners rarely request short-term loans. The need in drycleaning is for loans ranging from 24 to 36 months. Generally, the money is earmarked for new equipment, plant expansion, etc.

According to bankers who deal with the cleaning industry, it is a risky one, credit-wise. The hazards are considered great and the mortality relatively high because small, undercapitalized establishments seem to open and close with disturbing frequency. Hence, some banks' note of caution. One points out that it not only takes a mortgage on the equipment being purchased with the loan, but on the rest of the plant as well—even if the machinery is already fully depreciated.

Of course, many drycleaners finance their purchases directly with the equipment supplier, but the latter turns his paper over to a bank (costing you somewhat more than a direct loan from your own bank) so that in either event, it's a good idea for any drycleaner to know how a bank sizes up a credit applicant.

* Prepared with the cooperation of the American Institute of Accountants, national professional society of certified public accountants.

General Yardsticks

This brings us to the basic considerations of a banker in appraising any applicant. In most cases, he begins with the "Five C's": Character, Capacity, Capital, Collateral and Conditions.

Character and **capacity** apply to the individuals who make up the firm's management. To get a picture of what kind of businessman you are, the bank will investigate the regularity with which you paid your obligations in the past, your references, etc. These two are probably the most important of the Five C's because if you don't pass on these counts, you just don't go any further.

Capital is often the tough one for inexperienced businessmen. Too many expect the bank to supply the lion's share of the company's financing. The owner of a business should be prepared to back up his own confidence in his enterprise by investing an amount in reasonable proportion to his debts. Moreover, an undercapitalized business is usually a shaky one—it can't weather many storms.

Collateral, while important, does not make a bad loan good. It just makes a good loan better. No banker ever wants to foreclose. At best he can't hope for too much on the equipment—and he certainly does not want to take over and run a drycleaning establishment in addition to his banking duties. He just wants to be paid.

Conditions refers both to over-all business conditions affecting credit in general—and to conditions in the drycleaning business in your area in

particular. For example, if your business is especially hounded by cut-throat operators, or if you are in an area notorious for fly-by-night operators, "conditions" won't stack up too well.

What To Do

When asked for tips to pass on to prospective borrowers among drycleaners, one banker answered promptly:

"Don't hold back information!"

This banker points out that after all is said and done, he's lending on the strength of the business and the businessman. "We know that the equipment isn't worth the value of the loan in a year," he says. "We're depending on the integrity of management."

For this reason, your procedures for getting credit are important.

First, there is the question of *what* information the bank requires. It certainly does not deal informally in round figures culled from memory. Most banks request the following:

1. Comparative balance sheets for several years showing your assets, liabilities, and details of capital; in short, the financial position of your business.
2. Profit-and-loss statements showing the results of your operations over a period of time. These include such items as your gross revenues from drycleaning and laundry services, less such operating expenses as wages, operating supplies, repairs, advertising, car and delivery, plus such fixed expenses as rent, insurance, taxes, interest and depreciation.

That's not all. No doubt you will be asked about your tax liabilities and means of paying them, your break-even point, your insurance coverage. A helpful pamphlet which outlines the chief financial facts wanted by banks is "Financial Statements for Bank Credit Purposes." It is published by the Robert Morris Associates, national organization of bank-loan officers and credit men, 1417 Sansom St., Philadelphia, Pa. Your bank can get a copy for you.

How To Do It

One way to submit your information in a manner respected—and often actually requested—by the bank, is to have your statements audited by a certified public accountant. The businessman whose operations are periodically under the scrutiny of a CPA is fortunate at credit-seeking time. The assembly of the required financial data is then almost a routine matter.

However, even if you do not use a CPA regularly, it is a good idea to consult one *before* you go to the bank. Think of it as you would a physical



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Hannah Troy...
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cleaning cycles beautifully!*

Cleaners and customers feel a new *confidence*—knowing that even the most expensive garments go through the plant *safely*, come out to the rack looking *wonderful*. Dow-PER® makes it possible! The fine dress illustrated was cleaned last month in a modern plant—at the proprietor's standard unit cost. This cleaner reported that his cleaning cycle, using Dow-PER *stabilized* perchloroethylene solvent, removed all soluble soil . . . leaving no streaks or cloudy areas. Dow-PER did the job effectively *and* economically.

Your Dow distributor can cite many operators who pride themselves on comparable results. All Dow distributors *know* the dry cleaning industry . . . and each one has been carefully selected to offer you the fullest cooperation. Your distributor's long experience, backed by the recognized authority of Dow's Technical Service Department, helps solve plant problems. He can supply the famous Dow "Manual" series, and other informative literature. And best of all: he can offer *immediate* delivery on Dow-PER. THE DOW CHEMICAL COMPANY, Midland, Michigan.

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check-up from your own physician before you apply for an insurance policy. You don't want to be turned down. And in both cases, a preliminary professional examination enables you to take any needed remedial steps before submitting yourself for a final verdict.

The CPA's audit report can be submitted in either short or long form. Whichever form it takes, its scope should not be limited. Remember that the CPA is supposed to give his opinion on whether your statements present fairly the financial position and results of operations of your business, so it is up to him to determine how far he must go in examining your affairs in order to arrive at that opinion. An unrestricted audit is necessary for an unqualified opinion. If you limit your CPA's investigations, he will have to mention the fact in his report. This may not impress the bank too favorably.

The cost of a proper audit can well be regarded as a basic business expense. It will serve, too, as a good guide in laying out plans for repaying the loan.

What Not To Do

The practice of withholding information, or making it tough for the bank to get at it, has already been cited as undesirable if you want to make a good impression. There are other, equally unfortunate, factors which result in rejections of loan applications:

Lack of planning: Last-minute, desperate appeals for capital with which to meet the competition of more efficient operators simply show that you have already let things drift too long.

Overextension: In sizing up your contemplated expansion or improvement program, the banker may realize that you are biting off more than you can chew, and turn you down.

Poor payment record: The time to think about credit is when you do not need it. You are building your credit reputation every day of the year, year in and year out. When the time comes for the bank to investigate, your debt payment pattern has already been set.

Hidden difficulties: For example, the drycleaner who told the bank that all he needed was a new air press (or tumbler or washer-extractor) and he'd be in the black was not exactly accurate. Actually, while the new equipment might lower his operating costs, the basic trouble was an area on the downgrade, plus growing competition for the dwindling market.

Banks' Yardsticks

Credit, let us repeat, is not an exact science. However, bankers must have

some markers to go by, and many employ a series of ratios as a rough estimate of your financial position. There's no fixed rule regarding these ratios. They are used simply to corroborate the over-all impression regarding your application.

However, you as an applicant might find it enlightening to see how you shape up by working out your own ratios:

Current ratio: Current assets divided by current liabilities; should be at least two-to-one.

Quick assets to current liabilities—the

so-called "acid test" ratio: Cash, receivables and other items readily convertible into cash, divided by current liabilities; should be at least one-to-one.

Debt to capital: Creditor's money compared to owner's money in the business; the lower the ratio the better.

Net fixed assets to net assets: Real estate, machinery, equipment and fixtures divided by net assets; a test of overexpansion of fixed assets; ratio should be kept as low as possible to avoid depleting working capital. # #



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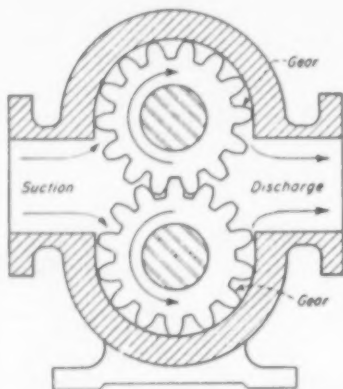


FIG. 1. Gear-type rotary pump shows simplicity of design, ruggedness of construction

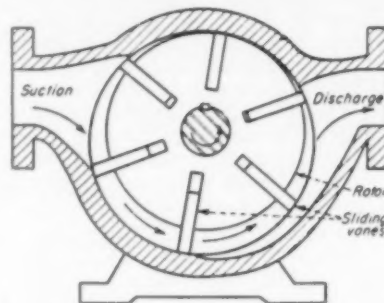


FIG. 2. Sliding vane design rotary pump gives excellent service for non-viscous liquids

The Role of the Pump in The Drycleaning Plant—PART I

WITHOUT THE AID of the pump the modern drycleaning plant couldn't get by a day. Today's pumps built for specific jobs give reliable, relatively troublefree service.

In the drycleaning industry one of the major work horses is the rotary pump. Because of its universal use we have picked it as the lead-off man in this short series on pumps in the drycleaning plant.

By **JOSEPH C. McCABE**

The Rotary Pump

What is a rotary pump? That's a fair question, since most purchasers of pumps buy on recommendation of a reliable manufacturer and are quite surprised to find there is a difference. A rotary pump consists of a fixed casing, containing gears (Fig. 1), vanes (Fig. 2), pistons, cams, segments or screws. The whole principle of its operation is that a small quantity of liquid is caught between the teeth of the gears (Fig. 1) or the sliding vanes (Fig. 2) and pushed along the pump casing at a rapid rate of speed to build up pressure before it is discharged. This principle is called positive displacement. And to make it work the clearances between gears or cams and the pump casing have to be very small.

The displacement of a rotary pump is the amount of liquid that the rotating elements (gears, vanes or what have you) displace without any pressure on the liquid. In Fig. 1, the gear pump, the displacement would be the sum of the volumes represented by the space between all the gear teeth. In this example there are 28 spaces between the gear teeth. Therefore the

pump's displacement in one revolution is the space volume between two teeth times 28, the number of spaces.

What effect do the clearances have on pump performance? As you can see from Figs. 1 and 2, considerable. This effect is called slip. It is measured by the quantity of liquid that escapes from the discharge back to the suction through the normal clearance spaces between the rotating elements and between the elements and casing under operating pressure conditions.

In Fig. 3, leakage occurs at points between the gear teeth, as at A, between the ends of the gears and the casing at B, and between the face of the teeth and the casing at C. Liquid that escapes through these spaces back to the suction represents the pump's slip.

Rotary pumps are rated in this country in U. S. gallons per minute. In Great Britain they use imperial gallons per minute.

In ordering a rotary pump it is necessary to state the viscosity, the pumping temperature, suction and discharge-head conditions, nature of the liquid and amount of entrained or dissolved air or gas before the manufacturer will guarantee performance. All these conditions exert an influence on pump performance and capacity. If the pump is to be driven by a mo-

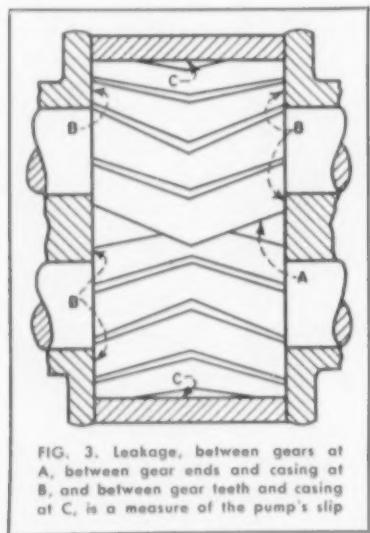
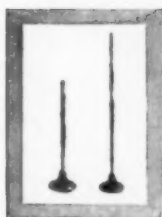
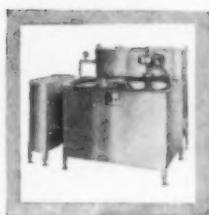


FIG. 3. Leakage, between gears at A, between gear ends and casing at B, and between gear teeth and casing at C, is a measure of the pump's slip



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Triplex
Drycleaning Unit



Cabinet Dryer
66" x 36" x 28"



Garment Dryer
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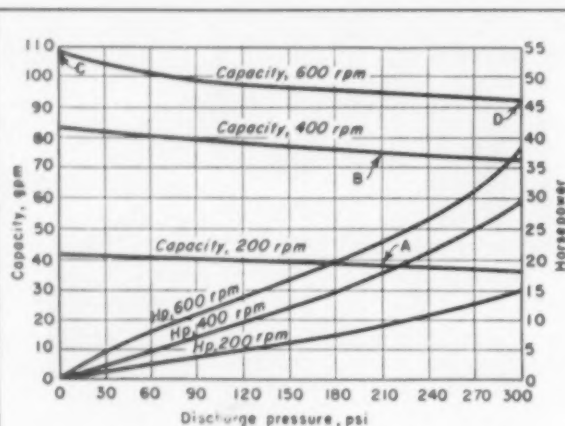


FIG. 5. Capacity and horsepower performance curves of a gear rotary pump handling heavy oil at 200, 400, 600 rpm

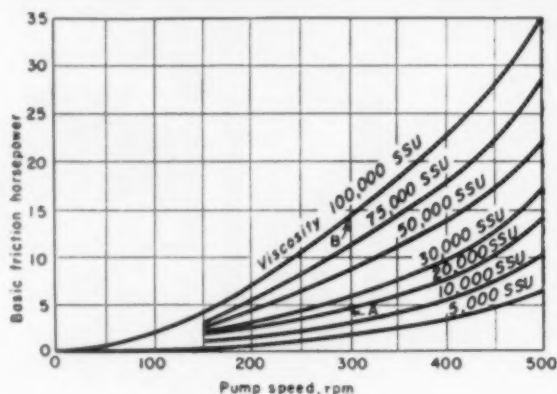


FIG. 6. Curves show how basic friction horsepower varies with changes in the liquid's viscosity and the pump speed

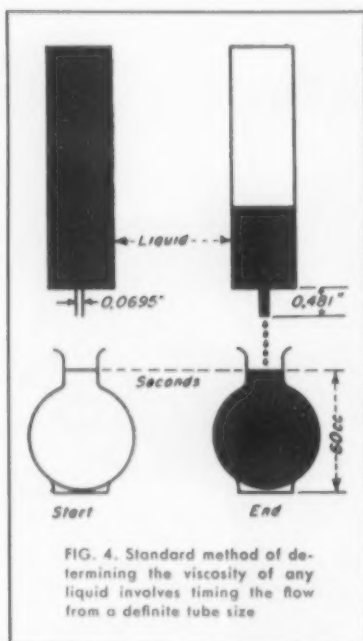


FIG. 4. Standard method of determining the viscosity of any liquid involves timing the flow from a definite tube size

tor, a gear motor or other constant-speed prime mover, it is well to state what range in capacity you'll permit. Then the manufacturer matches up your needs with the nearest size standard pump and can quote the capacities it will deliver under stipulated conditions.

What is *viscosity*? All liquids have it and it is that property that resists any force tending to make liquid flow. In the United States it is measured in Saybolt seconds universal (S.S.U.). This is the time required to feed 60 cubic centimeters or $\frac{1}{8}$ pint of the liquid through a tube of 0.0695 inch inside diameter and 0.481 inch long (Fig. 4). The higher the S.S.U. rating the more viscous the liquid. Cold

water has a viscosity of 31 S.S.U., No. 2 fuel oil, 55 S.S.U., and No. 5 fuel oil a viscosity as high as 8,000 S.S.U. at 70°F.

One last major point on rotary pumps in general is the one of *pump characteristics*. This term is a confusing but vital one in deciding whether a rotary pump or centrifugal or other design best suits a particular application. Because rotary pumps can handle low-viscosity volatile liquids, for example, they are particularly attractive to the drycleaning field. So a moment on pump characteristics can be very valuable.

Remember, a rotary pump displaces a positive quantity of liquid each revolution. Therefore its displacement varies directly as its speed, except as the capacity may be affected by viscosity and other factors. Fig. 5 shows capacity and power curves of a gear pump handling a heavy oil at 200, 400 and 600 r.p.m. Capacity (75 g.p.m.) at 210 p.s.i. and 400 r.p.m., point B, is about double that (38 g.p.m.) at the same pressure and 200 r.p.m., point A. Because the heavy oil cannot flow into the pump fast enough to keep it full at the higher speeds, pump capacity did not increase as much from 400 to 600 r.p.m. as from 200 to 400 r.p.m.

Slip or loss capacity through clearances between the casing and the rotating element, assuming a constant viscosity, varies as pressure increases. For example, in Fig. 4, pump capacity is 108 g.p.m. at zero pressure and 600 r.p.m., point C. At 300 p.s.i., and the same speed, pump capacity drops to 92 g.p.m., point D. That is, as pump pressure increases from 0 to 300 p.s.i., its capacity decreases from 108 to 92 g.p.m.

Fig. 5 also shows how horsepower

to drive the pump increases directly with pressure and speed. Power required at a given speed and pressure increases with viscosity. At zero pressure the pump requires driving power simply to move the rotating elements through the liquid. This power, which has been referred to as the basic friction horsepower, must be added to the power for the hydraulic load and that wasted in slip to obtain total power required to drive the pump.

Fig. 6 shows how the basic friction horsepower varies with changes in viscosity and pump speed. For example, at 300 r.p.m. and a 20,000 S.S.U. liquid, the basic friction horsepower is 4.5, point A. With a 100,000 S.S.U. liquid and 300 r.p.m., the basic friction horsepower is 14, point B. At 300 r.p.m. and 20,000 S.S.U. the basic friction horsepower is 4.5, point A, but at 450 r.p.m. and the same viscosity, power increases to 10 hp.

Pump Designs: As we mentioned earlier there are several basic designs and a number of variations. *Gear pumps*

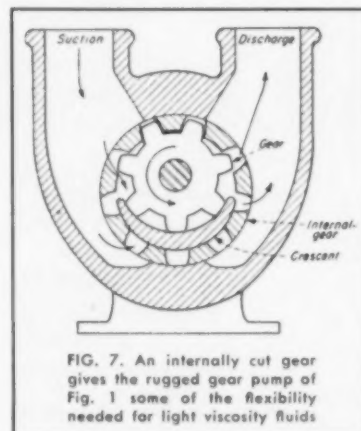


FIG. 7. An internally cut gear gives the rugged gear pump of Fig. 1 some of the flexibility needed for light viscosity fluids

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Now you can do away with an old dry cleaning bug-a-boo—poor humidity control. Honeywell has a new *electronic* humidity control system that is completely automatic and completely accurate. No more guesswork... and no more shrinkage losses!

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- The gold leaf grid sensing element will sense and control relative humidity within $\frac{1}{2}$ or 1% of the desired amount, regardless of the percent charge.

• It works equally well in Goodard or Perchlorethylene solvents.

• It's a *fail safe* system—it limits the amount of water that can be admitted, regardless of power failure or malfunction.

• This is *not* an indicating system but an automatic control system.

For complete information on this Honeywell electronic humidity control system, ask your soap or washer manufacturer... or write Honeywell, Control Device Division, Dept. NCD 8-142, Minneapolis 8, Minn.

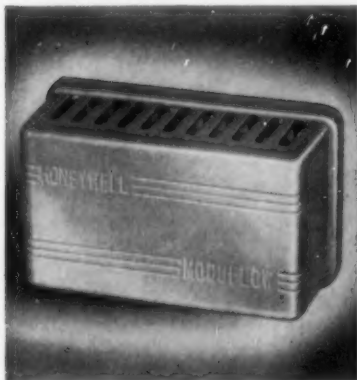
MINNEAPOLIS Honeywell



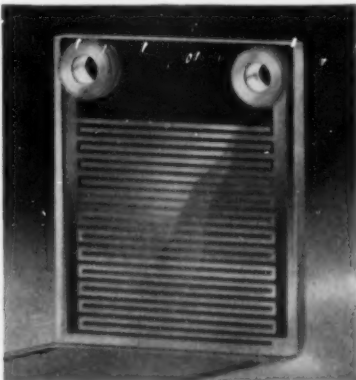
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The Electronic Relay—This is the "brain" of the system. It receives minute electronic signals from the grid and humidistat... reacts instantly to these signals and opens or closes a standard Honeywell magnetic valve controlling the water supply.



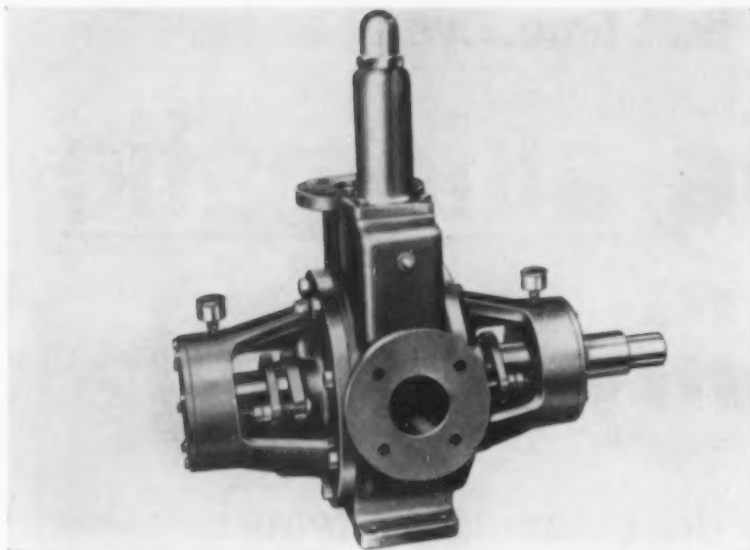


FIG. 8. Sliding vane design rotary pump illustrates external bearings used when liquid pumped will cut or ruin the usual lubricating oil or grease

(Fig. 1) have spear, helical or herringbone teeth. They receive the liquid between the gear teeth as they separate on one side and then carry

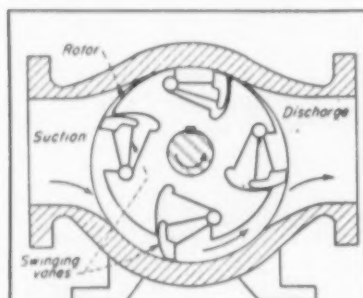


FIG. 9. Swinging vane design illustrates the possible variations a fundamental design may take

the fluid around and squeeze it out as the teeth mesh on the other side. If one gear is internally cut the pump is called an *internal-gear rotary* (Fig. 7). As you might expect with such tough customers as gears these pumps can handle thick fluids like molasses or asphalt, with excellent results.

Sliding-vane rotary pumps (Figs. 2, 8) or *swinging-vane designs* (Fig. 9) rotate in an eccentrically bored casing so that the rotor causes the liquid to be drawn in on one side and discharged on the opposite side. These pumps are good for low-viscosity non-lubricating fluids because the vanes automatically compensate for wear. Also, a replaceable body liner is easily fitted to a pump. Badly worn vanes may be reversed and used again.

Installation: When you are installing a new pump there are five important

steps to perform: (1) See that the interior is clear. (2) Flush out pipelines to remove dirt, welding beads or other solid materials that might damage the closely fitted rotating elements. (3) Check pipelines for air leaks and excessive strains on pumps. (4) Check the drive for alignment and the drive for correct rotation. (5) Prime the pump on discharge side with liquid to be pumped.

Maintenance: Remember practically every rotary pump is run in and tested with a low-viscosity oil before the manufacturer ships it out. If this oil contaminates the liquid to be pumped (very likely for a drycleaning plant) it is advisable to so notify the pump supply house or take measures to disassemble and thoroughly clean all parts before the pump goes into service.

While rotary pumps are self-priming they should never be allowed to run dry. Prime the pump from the discharge side when you first start it to wet all rotating elements and seal the clearances. One help you can give is to pipe up the pump as shown in Fig. 10. In this way the pump is at the bottom of a U in the piping so a quantity of the liquid is retained in the suction and discharge. You need not worry about the siphon loop in the suction line. Most rotary pumps pull the air out of such a loop in a hurry. Some drycleaners, however, insist on a bypass (Fig. 10) to get the air out immediately.

Foot valves (Fig. 11) help considerably with nonviscous liquids. If a pump is always fully primed a check valve (Fig. 12) prevents backflow when the pump is stopped.

Where the liquid pumped is not good for lubricated bearings, external bearings (Fig. 8) are used. They then can be separately lubricated with grease or oil. # #

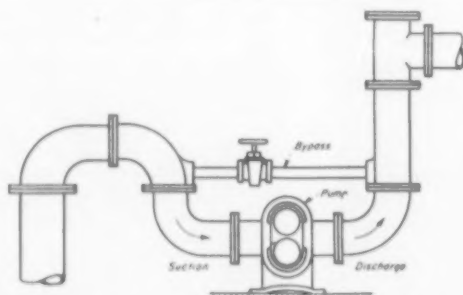


FIG. 10. To help keep pump primed under difficult conditions place it at bottom of a U in piping to retain a quantity of liquid in the suction and discharge

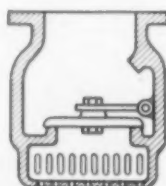


FIG. 11. Foot valves can be used with non-viscous liquids to help keep a pump primed. They are not recommended with viscous liquids because of resistance to flow

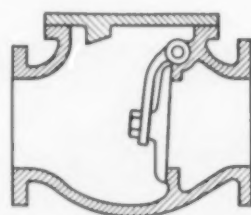


FIG. 12. If a rotary pump is always fully primed, installation of a check valve in the discharge line prevents backflow through the pump when it is stopped

good cash profits every month

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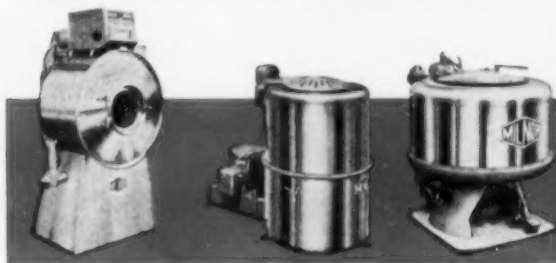
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1. FACING COAT FRONT, operator puts hand inside under each shoulder, folds garment back to line up shoulder seams. Motion is like bringing hands together for prayer—with coat suspended from top of each hand

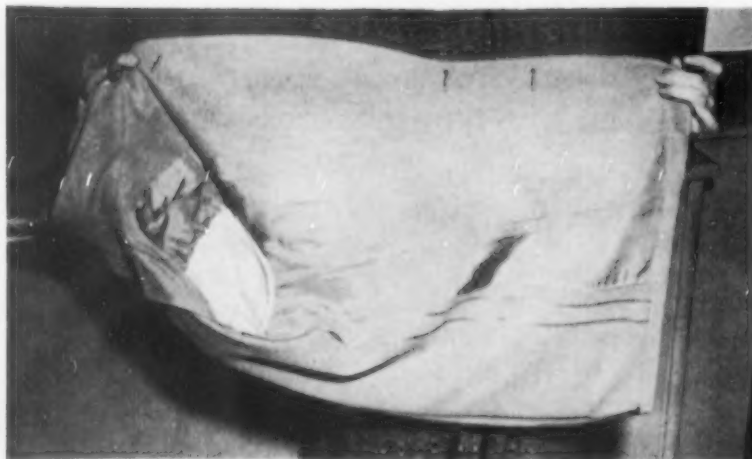


2. HOLDING SHOULDER SEAMS together, operator begins to line up lapels. Collar is turned up all the way around. Note shoulders are not stuffed one into another as that would cause crushing, excessive wrinkling

Boxing Sells Commuters

Garments packed for easy carrying draw suburbanites to downtown New York plant

By HENRY MOZDZER



3. ALIGNMENT of lapels is completed. Sleeves are allowed to fall free inside fold. When training new folder, phrases "seam-to-seam" and "lapel-to-lapel" are commonly used for previous steps

COMMUTERS don't usually bring their garments all the way into the city to be drycleaned. They are less likely to if they travel by public conveyance, because it's awkward to carry bagged garments on crowded trains or busses.

Nevertheless, suburbanites who work in the heart of New York City's garment district do bring their clothes in to Irving Kleinfeld's Marvel Cleaners. One reason is that they can expect quality cleaning. A special reason is that finished work is packed in regular suit boxes for easy transportation.

Today about three-quarters of Marvel's garments are packed in boxes. The plant uses anywhere from 150 to 200 of these daily, or around 1,000 in a five-day week.

About 90 percent of Marvel's volume is retail, and the remaining 10 percent comes from garment manufacturers.

The proportion is rather ironic, since Mr. Kleinfeld went into the dry-cleaning business 22 years ago expecting that most of his volume would consist of new garments which had been soiled in manufacture. A former milliner, he assumed his contacts in the garment industry would assure success. One point he overlooked is that new, dark-colored garments are not apt to be sent in for cleaning. As a result only soiled "whites" were

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NEW "65" WASHEX!

This is a preview of our latest achievement!

The new "65" WASHEX Combination Washer-Extractor will be available for delivery after the October A. I. L. Convention where it will be shown to the industry.

In keeping with the outstanding WASHEX reputation for trouble-free equipment, we have run extensive performance and endurance tests prior to releasing the new machine for sale. At this time we are able to report that all tests are extremely satisfactory and that our plant is gearing up for quantity production.

In developing and designing the new "65" WASHEX we have been guided by the needs of thousands of smaller solvent plants who wanted the benefit of quality cleaning and efficient operation already enjoyed by hundreds of large and medium size WASHEX plants.

The new "65" WASHEX is a heavy duty, open pocket, open end Combination Washer-Extractor, mounted directly on two built-in solvent tanks (for 2 bath operation), pre-piped with pumps, pipe lines, valves, sight glasses, strainers and lint trap. Installation is now minimized to a small foundation, mounting of electrical panel, and connection of filters to the pre-piped system. The new unit will be available with either fully automatic, semi-automatic or manual operating controls.

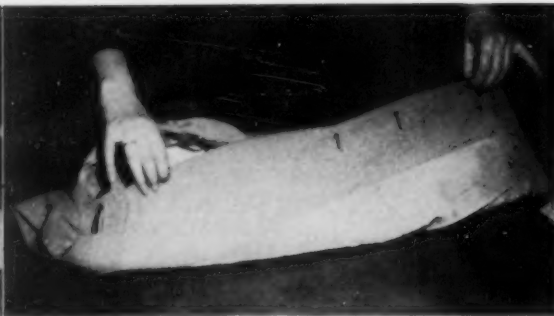
The "65" WASHEX will clean a lot of garments - 65 lb. dry load every 35-40 minutes. Yes, you will take pride to present this new WASHEX with its startling low price and many new features (a secret until the A. I. L. Convention) to your customers! It is another masterpiece of engineering that will contribute to the progress of any cleaning plant.

WASHEX MACHINERY CORPORATION

WASHEX MACHINERY CORPORATION
192 Bunker St. • Brooklyn 23, N. Y.



4. COAT IS THEN placed on counter and both sleeves are straightened out together. This is accomplished by slight tugging motion while garment is held to counter at the shoulders. Top half of coat is flapped over here simply to show this step more clearly



5. LAPELS ARE THEN LIFTED and brought back toward the operator, who allows them to fall into a natural position over the rest of the coat. When the folding is properly executed the long lines of the coat silhouette are more or less parallel



6. FINALLY THE COAT is carefully folded in half and squared off so that it will fit snugly into a 19-inch suit box. Topcoats are folded in much the same manner and packed in 24-inch boxes to accommodate the extra length



7. TROUSERS ARE LINED UP crease to crease, folded in four, placed atop coat so waistline is parallel to bottom line of photo. Thus waist and cuff thickness compensate for sleeve and shoulder thickness to make package relatively flat

coming into the plant and the season on these was only two months long.

The situation looked critical for a while because the plant's location on a side street did not lend itself to promotion. Both sides of the street are always lined with trucks parked bumper to bumper, obstructing and hiding the plant. One woman customer only recently found the Marvel store although she's been walking down the street for the past 20 years—on the opposite side.

Marvel did do some advertising by passing out throwaways in the neighborhood. But the customers came when the plant's reputation for quality became established—word-of-mouth promotion did the rest.

Packaging in boxes is important at Marvel, but the customers have to be educated to it. While the person who purchases a new suit in a clothing

store thinks nothing of taking it home in a box, it is Mr. Kleinfeld's observation that the customer is more critical of boxing when it is used for dry-cleaned garments.

It is essential, therefore, that the folding create a minimum of wrinkling. Marvel doesn't package garments until the customer calls for them. Most garments can be worn right out of the box if they haven't been there too long and customers are assured that wrinkles will fall out if the garment is hung for a short time before wearing.

Boxing Gains Acceptance

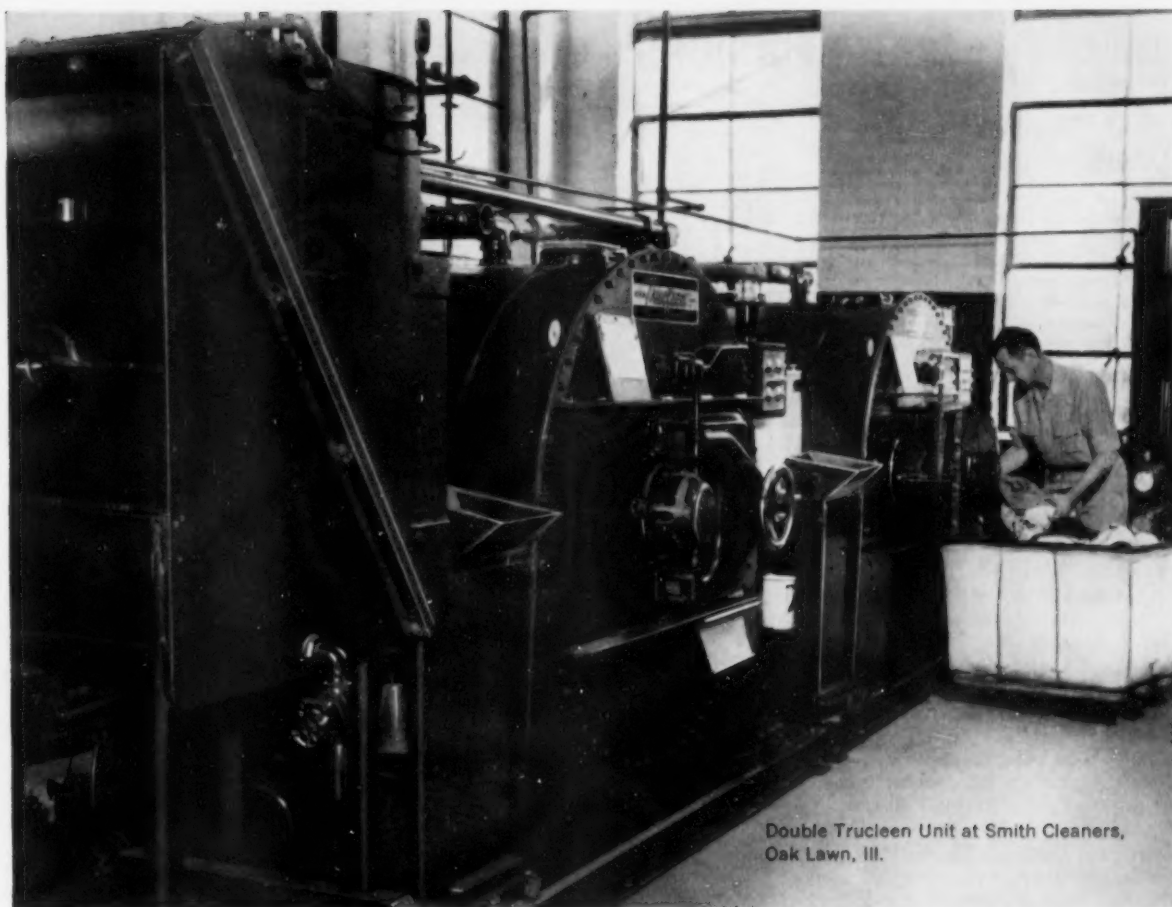
The plant's boxing technique has been well accepted. In fact, some customers study the Marvel folding method and use it when packing their luggage.

The 19-inch cardboard suit boxes

cost 6½ cents apiece, the larger coat boxes about 8½ cents. Marvel gets a \$1.25 base rate for cleaning and finishing a man's suit.

Marvel also has a store further uptown. One route truck provides pick-up-and-delivery service in most parts of New York City—the boroughs of Manhattan, the Bronx, Brooklyn and Queens.

The route got to be a problem. Wide coverage and an attempt to maintain over-the-counter prices did not prove profitable. To correct this condition, Marvel has added a 50-cent service charge on orders picked up and delivered where the charges for cleaning or other services total less than \$5. The volume remained about the same. Customers try to meet the \$5 minimum rather than pay the extra service charge. The route brings in about 10 percent of the business. # #



Double Trucleen Unit at Smith Cleaners, Oak Lawn, Ill.

**"Saves countless hours of back-breaking labor ...
gives us better cleaning than we ever dreamed of ..."**



You can depend on your American Representative's advice in your selection of equipment from the complete American Line. Backed by our many years of experience in planning and equipping dry cleaning plants, he can help solve your production problems. Ask for his specialized assistance anytime.

That's what Mr. Hugh W. Smith, Smith Cleaners, Oak Lawn, Ill., says about his 2-year old Twin Trucleen. After switching to the 2-Bath Trucleen System, they practically eliminated wet cleaning, and cut pre-spotting time. Smith's savings in labor alone mount up to \$175.00 a week.

TRUCLEEN Fully-Automatic 2-Bath Unit. Trucleen controls strong soap for quality cleaning every load. Use up to a 6% soap solution, and let the Fully-

Automatic Trucleen 2-Bath System take over your cleaning worries.

Trucleen fully controls wash and rinse cycles, saving operator time. Solvent for both baths is kept in peak condition with the advanced Trucleen filter system. 120-lb. capacity will give you the increased production that you need for faster customer service.

Join the swing to 2-Bath Charged Cleaning. Your American Representative will show you what Trucleen can do for you.

American
American Cleaners Equipment Company • Cincinnati 12, Ohio
DIVISION OF THE AMERICAN LAUNDRY MACHINERY COMPANY

*World's Largest,
Most Complete Line of Dry Cleaning and
Laundry Equipment*

LEGAL DECISIONS

Worker Reinstatement

Where an employer is required by labor relations board order to reinstate wrongfully discharged employees and pay back wages, should there be deducted from such wages amounts earned by the workers in other employment and such sums as they could have so earned while they were laid off?

Yes, decided the Pennsylvania Supreme Court. (*Del Buono v. Pennsylvania Labor Relations Board*, 89 Atl. 2d 323.) The court cited its statement in an earlier decision that the state labor relations law does not intend "that one who is deprived unlawfully of his employment should be maintained in idleness when he has an opportunity to do work for which he is fitted. The employee is bound to use reasonable efforts to find work and keep employed. This is the same rule that is applied to a discharged employee who sues for breach of contract."

The court also decided that, in computing back wages, any falling off of the employer's business should be taken into account because that would reflect the extent to which the workers would have been employed had they not been discharged.

Tax Deductions

The Internal Revenue Commissioner disallowed as income-tax deduction the full amount claimed by a corporation on account of salaries paid to its officers. Officers of similar and competing businesses testified that the salaries were reasonable and not excessive. There was no evidence to the contrary. Could the Commissioner, or the Tax Court on appeal, decide that the deductions were not allowable?

No, according to an opinion dated March 2, 1954, of the U. S. Court of Appeals, Sixth Circuit. (*Loesch & Green Construction Co. v. Commissioner of Internal Revenue*, 211 Fed. Rep. 2d 210.)

Although the case did not specifically involve a cleaning corporation, the opinion is of particular interest to the managers of corporate cleaning establishments because it was influenced by the Court's previous decision in a 1942 case, where such an establishment was involved in precisely the same sort of dispute. (*Capitol-Barg Cleaning Co. v. Commissioner of Internal Revenue*, 131 Fed. Rep. 2d 712.)

by A. L. H. STREET

Invitation to the Reader

In this department of THE NATIONAL CLEANER & DYER, Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.

The opinion in that case summarizes facts showing that the cleaning company was a well-managed and prosperous concern, operating in Cincinnati. It was family-controlled and the Court said that the taxing authorities were entitled to scan closely the circumstances under which a resolution of the board of directors, fixing official salaries, was adopted, to determine whether there was an intention to provide excessive salaries as a means of reducing income-tax liability.

But the company's contention that the salaries were reasonable was supported by the testimony of the president of the largest retail cleaning establishment in the city and the executive secretary of the state association of cleaners. These witnesses showed that they were familiar with the conditions under which the particular company was operated, vouched for its competent management, and stated that the official salaries were fair and reasonable, considering the profits derived by the company through efficient management. Concerning the clinching effect of the testimony of these witnesses, in view of the fact that there was no contradicting evidence, the Court of Appeals said:

"Their competency was not questioned. Their integrity was not attacked. They were not discredited in any manner known to the law and no color, bias, prejudice or self-interest appears in their testimony. Their testimony was unimpeached and should have been accepted by the [Tax]

Board in a matter in which the Board itself had no knowledge or experience upon which it could exercise an independent judgement."

Labor Contract

A renewed one-year contract with union employees "presently employed" specified that an employee could quit at will but could only be discharged for just cause. Several months before the last contract expired, the employer quit business. Was he obligated to pay wages for the unexpired portion of the contract year?

Yes. (*Hudak v. Hornell Industries, Inc.*, 106 N.E. 2d 609, decided by the New York Court of Appeals.)

The court reasoned: The contract was so clearly worded as to require that interpretation. The agreement was not invalid because it bound the employer against discharging an employee without cause but permitted an employee to quit at will, since there were other compensating provisions that favored the employer. This was not the case of an employer forced out of business through insolvency. The company was solvent and quit voluntarily.

Receipt of Garments

Are a cleaner's records on receipt of customers' garments conclusive as to whether or not certain garments were actually delivered by the customer for servicing?

Not necessarily. If the question can be raised in a suit, a judge or jury may credit testimony of witnesses as to delivery. This is especially so when testimony on behalf of the drycleaner is self-contradictory. (*Savoy v. Shreveport Laundries*, 45 So. 2d 213, decided by Louisiana Court of Appeal, Second Circuit.)

In this case the question was whether a routeman had picked up one or two bundles belonging to the plaintiff. The route list showed only one, and the driver claimed that that was all he had received—that a second bundle picked up at the same apartment building belonged to another customer. But the route list did not show such a bundle. A municipal judge accepted testimony of the customer and of the porter and manager of the building that two bundles belonging to the plaintiff were delivered to the routeman.

HERE'S HOW YOU SAVE WITH FORD **TRIPLE ECONOMY**



New Ford F-100 Panel is higher, wider, longer . . . has over 5 cu. ft. more loadspace than "the other" leading panel. Choice of V-8 or Six, too!

Makes stopping up to 25% easier!

New **POWER BRAKES**—now available
in FORD'S entire light duty line!

Now, stopping can be up to 25% easier no matter what size truck you use. For vacuum-boosted braking is no longer limited to big trucks. Ford again pioneers by making Power Brakes available at modest extra cost on every one of the 44 light duty models! All Ford Trucks now offer Power Brakes!

You'll find Power Brakes a real time and effort saver on stop-go routes . . . in crowded city streets or on a hill with a full load behind you. When you buy your new light-duty Ford, specify Power Brakes. They're worth every penny of their low extra cost in smoother, safer, easier stops.

For complete information, see your Ford Dealer today! Or write: Ford Division, Ford Motor Co., Dept. T-30, Box 658, Dearborn, Michigan.

Watch Out For Kids!



POWER BRAKES are available on every Ford Truck from "½-tonners" on up to make stopping as much as 25% easier. Pressure needed to stop is so slight it won't even break an ordinary light bulb.

SAVE WITH ALL THREE!

1. Gas-Saving Power! 2. Driver-Saving Ease!

3. Money-Saving Capacities!

And . . . Ford Trucks last longer, too!

FORD *TRIPLE ECONOMY* **TRUCKS**
MORE TRUCK FOR YOUR MONEY!



MARKING IS DONE behind partition at left rear, as indicated by head-high opening in paneled wall. At counter are owner Cliff Ray (left) with manager Don MacHendrie; two Ray sons are in rear office that is "private" yet allows personal contact with customers

Over-the-Counter Marking

Remodeling of Denver plant allows for quick, convenient and inconspicuous store operation

By LOU BELLEW

IMPROVED FACILITIES for over-the-counter marking were featured in the recent remodeling of the call office of Muller-Ray Cleaners in Denver, Colorado. Cliff Ray, an old-timer in the industry, now has both his sons and Don MacHendrie associated in the business with him, and plans are being made for further changes.

The most recent improvement has been in the call office, through the use of veneer paneling for both counter and partitions. In addition to adding a modern touch to one of Denver's oldest cleaning plants, the paneling has served to hide from the customer's view the normal disarray of garments being marked in.

Counter girls are now able to mark in at a counter behind the partition and still have a view of the office through a shoulder-high opening in the partition. Access to the mark-in area is through an opening in the corner behind the cash register, only a couple of steps from the counter. There's no need to depend on mirrors or warning buzzers to notify the girls

of a customer's entrance when they are working behind the partition.

The marking table allows the operator to work facing the office, with ample space for breaking the bundles, and to fill in the tickets on a slightly higher desk at the left side of the table.

Behind the operator are four open-topped bins, each marked to indicate date of expected delivery, into which she tosses the marked-in orders. Made of plywood, these sturdy bins stand about 6 feet high at the back and slope toward the front to a height of

about 4 feet, for the convenience of the marker. Along the front of the bins runs a low table for unmarked bundles.

Plywood doors on the back of each bin open clear to the floor for greater ease in unloading. Garments are taken from the bins and classified on a long table located behind them. All trousers are tossed across a pipe "horse" behind the classification table so that the legs all hang down on the same side. After the bin load has been classified and the trousers hung over the horse, the cuffs of the trousers are brushed.

This is a fast operation at the Muller-Ray plant. A conventional cuff-brushing machine has been mounted on a wooden base that is equipped with wheels, so the top of the cuff brusher is about 8 inches higher than the cuffs of the pants that are hanging



OVERSIZE TICKETS aid quick selection of orders from call racks

Your Eyes Will

POP!

IF YOU ARE A DRYCLEANER . . . **WAIT** . . . BEFORE
YOU BUY ANOTHER
PIECE OF EQUIPMENT



HAS DONE IT
SEE BOOTH 218 at the AIL
CONVENTION IN ATLANTA

hold everything for October 15-17 . . . and see what all
drycleaners have waited for. It speeds your service—
cuts your overhead and it's all automatic. Don't miss the
Western Booth 218. See the type of machine every dry-
cleaner will soon adopt.

WESTERN LAUNDRY MACHINERY CO.

420 East 10th St. Dept. NC-9 North Kansas City, Mo.





FULL-LENGTH DOOR behind one of marking bins is opened by twins Jim and John Ray to show how easily bins can be emptied. Long table is used for classification. Trousers are held in position on horse at right for portable cuff brusher shown in right foreground. Cuff brusher is mounted on wooden base fitted with casters for ease in moving it out of way when not in use

over the horse. The cuff brusher is turned on and each cuff is properly brushed without any wasted motions by the operator. As each pair of cuffs is finished the trousers are tossed into a waiting hamper. When not in use the cuff brusher is simply pushed to one side out of the way of normal traffic—a considerable advantage over a permanently positioned unit.

Ready garments are out of sight of the customers, behind the office partition. Garments are positioned in alphabetical order, and the large tickets used by Muller-Ray are an aid to fast selection of the desired order without the use of ready files and partitioned racks.

Another feature of the call-office layout is the absence of the usual closed-off private office. The "private" office of this plant is just behind one end of the front counter and is separated from the counter by a low partition only slightly higher than the office counter. This, according to Mr. Ray, stems from his desire to maintain really friendly relations with his customers, most of whom he has known and served for many years. Indeed, many other successful cleaners are becoming increasingly aware of this angle.

Along with the plant manager, Don MacHendrie, the twin sons John and Jim and Cliff Ray are a good combination. Cliff had a good parting remark to the effect that when he retires people will probably have an excuse to refer to him as "ex-Ray" . . . to which we can only offer the names "Manta" and "Stinger" for the boys! # #



VIEW OF PLYWOOD BINS and marking table behind office partition at left



LONG one of Denver's quality plants, Muller-Ray has changed little in outward appearance

Avoid Costly Shut-Downs! Replace Old Pumps
With This Handy **NEW** Unit for Dry Cleaners!

THE "VIKING RE-NU-IT" DRY CLEANER'S PUMP

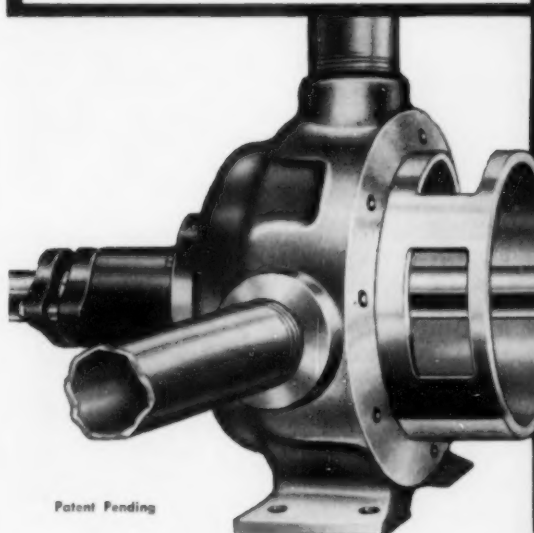


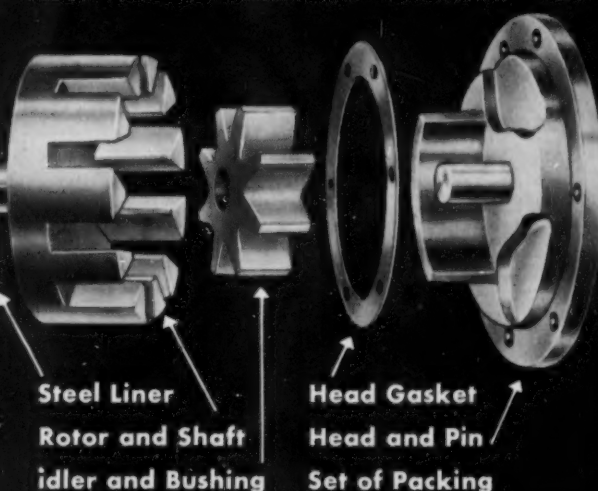
Fig. 5151—UNMOUNTED PUMP

Here's the pump to help keep your dry cleaning plant running at a profit. It's built to pump better and longer . . . but when new parts are needed they can be replaced easily and quickly.

A most important feature of this new Viking Pump is the steel liner. Tested and proved, it prevents rapid wear on the outside diameter of the pump. Another feature — carbon graphite bearings in idler gear and casing — are proved to give long, hard service, and without lubrication of any kind.

20, 35 and 50 gpm sizes.

Once installed, YOU NEED NOT BREAK
YOUR PIPING with this "RE-NU-IT" Kit



Break your lines once to install this New Pump and then you have the BIG PLUS FACTOR. With the "Viking Re-Nu-It" Kit, you can make your pump new again without even breaking your pipe connections. All you have to do is pull off the head, remove the rotor and idler gear . . . then snap out the steel liner and you are ready to insert the new "Viking Re-Nu-It" Kit.

The complete job only takes a short time and no special tools are needed. No piping changed . . . no base disturbed . . . no out-of-line equipment. Get NEW PUMP operation this easy way!

VIKING PUMP COMPANY

CEDAR FALLS, IOWA

... MAIL THIS COUPON FOR FULL INFORMATION ...

Viking Pump Company, Cedar Falls, Iowa

Please send Bulletin A200Q giving full information on the
"Viking Re-Nu-It" Dry Cleaner's Pump.

Name

Address

City State

N.I.D. NEWS



Two-Foot Mailing: The first 300 enrollees in the correspondence spotting course offered by the NID have received their initial instructions. William J. Nicklaw, supervisor of the correspondence school staff and principal author of the course, is shown in the photo above demonstrating that the initial mailing measured 2 feet in

height. At right Norbert J. Berg, NID general manager, holds a copy of the course's first booklet, "How To Study," and at left is William B. White, NID director of industry relations.

The course is open to NID members and persons sponsored by members. Enrollment is permitted at any time.



GRADUATES OF THE TWENTY-NINTH MANAGEMENT CLASS are, left to right, front row: Estal H. Simons, Parkersburg, W. Va.; Boyd Henrie, Murray and Paramount Laundry, Inc., Salt Lake City, Utah; E. L. Bates, Kewpie Cleaners, Houston, Tex.; Ronald L. Saylor, Varsity Cleaners, Waterloo, Iowa; Prescott A. Ripley, Ripley's, Inc., Topeka, Kans. Middle row: E. J. Rogers, Rogers Brothers Laundry and Cleaners, Vicksburg, Miss.; William Barr, Crandall, McKenzie and Henderson, Inc., Pittsburgh; Raymond J. Wilson, Wilson Cleaners, Magnolia, N. J.; Leonard Cpperman, Sunshine Cleaners, Inc., South Bend, Ind.; Robert A. Wheeler, NID. Back row: James B. Dalgliesh, NID; Arthur V. Jones, Jones Cleaners, Decatur, Ill.; Louis A. Bernadacou, Parisian Laundry and Cleaners, Stockton, Calif.; Dick Coffin, Jr., Texas Laundry, Beaumont, Tex.; William B. White of NID.

Management Class: The twenty-ninth management class completed its four-week course at the National Institute of Drycleaning on July 30. Twelve graduates received their diplomas from James B. Dalgliesh, supervisor of the management training program, at a banquet in Washington, D. C.

Special awards were presented to Boyd Henrie, Murray and Paramount Laundry, Inc., Salt Lake City, Utah, for an outstanding presentation in the

master salesmanship phase of the course, and to E. J. Rogers, Rogers Brothers Laundry and Cleaners, Vicksburg, Miss., who was voted best public speaker in the class.

NID staff members who attended the graduation banquet were Mr. Dalgliesh, William B. White, instructor in production management; William L. Browne, instructor in effective presentation, and Robert A. Wheeler, industrial engineer.

Cost Bulletins: The NID has released its annual cost bulletins, giving dry-cleaners the opportunity to compare their operational costs with those of other plants in their own areas or in other areas across the country.

Bulletin A-34 analyzes cost percentages for 1953 according to sales volume and geographic location. Bulletin A-35 gives a detailed breakdown of productive expenses reported by dry-cleaning firms. This analysis is also based on plant classification according to annual sales volume and geographical location.

#

Musical Jingle for Radio Ads: The NID will soon have a musical jingle recorded on vinylite discs and available to members for their use in radio advertising. It will be based on the slogan "Your Cleaner Is Your Clothes' Best Friend," and, according to NID reports, will be sung by a top vocal group. The jingle is being recorded in "open-end" form to leave time for a "live" local announcement about a particular drycleaner. Further information will be forthcoming from the NID when recordings are ready for distribution.

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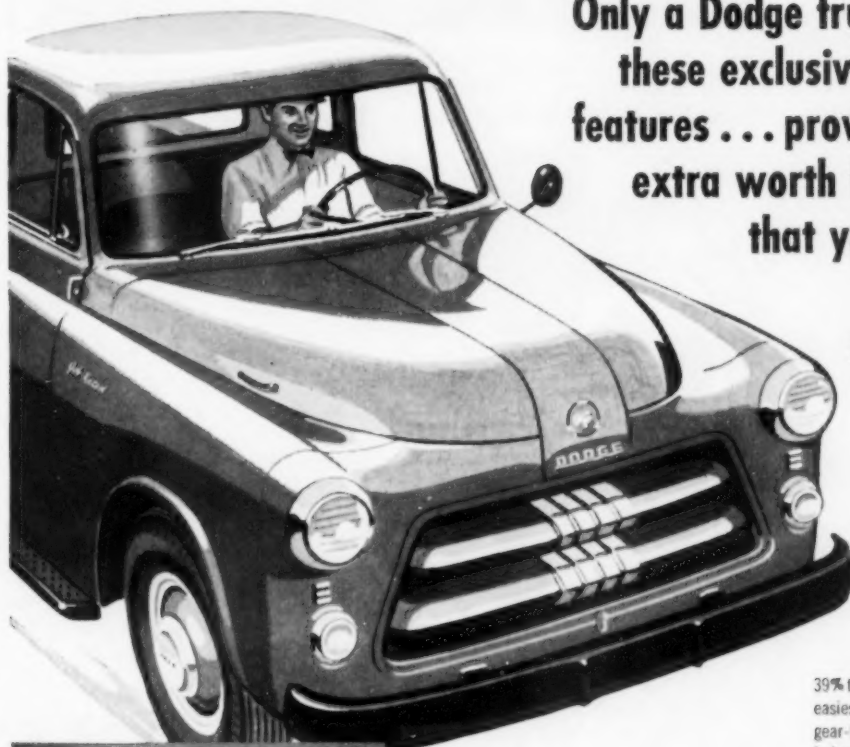
Skirt Finishing Film: A new training film on finishing skirts has been released by the National Institute of Drycleaning. A 16 mm. black-and-white sound motion picture, "Finishing Skirts on the Utility and the Offset Hothead Presses" takes its place with two previously issued training films, "Finishing Pleated Trousers on a Utility Press" and "One Method of Finishing Sack Coats."

NID offers the film for sale at \$25 or on free loan to members only. It is a step-by-step illustration of recommended finishing techniques on each of the two kinds of presses. Running time is 13 minutes.

#

Visitors From Holland: A group of business people and consumer-interest representatives from the Netherlands studied American drycleaning, along with other industries, during a five-week research tour of the United States this summer. The tour was sponsored by the Foreign Operations

Gives you **MORE POWER...** Gives you **MORE VALUE!**



Only a Dodge truck offers
these exclusive years-ahead
features . . . provides so much
extra worth for the low price
that you pay!

★ *Greatest power line-up*

Famous Power-Dome V-8's with
unique dome-shaped combustion
chambers for top power and effi-
ciency! Full line of thrifty time-
proved 6's, too! 6 great engines
in all—103- to 172-horsepower!

★ *Easiest handling*

39° turning angle—for sharpest turning,
easiest parking of any truck! Plus new
gear-before-axle steering system that
helps absorb road shocks, cuts driving
fatigue to a minimum!

★ *Most comfortable cab*

Widest, roomiest cab interior of them all—
with 61 3/4" of hiproom, 58 3/4" of shoulder-
room! Deepest easy-chair seat—with 86 soft
super-cushion coil springs!

★ *Best Visibility*

Biggest windshield in the popular truck field—95.1
sq. in. in size! Most total vision area, too, with a
full 226.1 sq. in.! You see more from every angle in
a Dodge truck!

★ *Plus biggest savings*

Power-Dome V-8 design gets more miles from every gallon of regular gas, stretches your
fuel dollars! And Dodge truck quality engineering saves you even more money in long
life, low maintenance!

SEE YOUR DEPENDABLE DODGE TRUCK DEALER TODAY!

**NOW YOU CAN GET
the world's most
powerful low-tonnage
truck engine . . .**

**NEW 145-HP.
POWER-DOME V-8**

for 1/2- through 1-ton
pick-ups, panels, and stakes

Added proof...

that there's a better deal for the man at the wheel . . . with new

DODGE "Job-Rated" TRUCKS

Administration of the U. S. Department of Commerce. The Dutch representatives undertook their study of American business methods as part of a program to promote consumer interests in Holland, in the belief that consumers can vitally influence improvements in production.

Dr. Dorothy Siegert Lyle, director of consumer relations for the NID, met with the European contingent and explained the work of the Institute in educating consumers in clothing and textile maintenance. She also took them on a tour of the research laboratories, the Institute cleaning plant and educational facilities.

Netherlands representatives shown



in the photo above with Dr. Dorothy Siegert Lyle (center) are: Martine Knottenbelt, team chairman; Johanna

Meihuizen-ter Braake, Nel van den Broek and Nel J.C.S. Goumans, members of the Netherlands Household Council; Wilhelmina J. van der Wart, Cooperative Women's League in the Netherlands; Louise Corbeau, Fibre Institute; Evert J. Muller, president of the Foundation for the Promotion of Dutch Manufacturers; Bartholomeus Buitebdijk, member of the board of the Netherlands Consumers Union, and Frits Portheine, secretary of the advisory committee of retailers' unions in the Netherlands

#

"Spare the brush and Save the clothes"

by digesting out spots and stains due to blood, egg, serum, fish slime, etc. etc. — with gentle acting Exzyme.

Avoid damaged fabric surfaces and fine finishes by wet cleaning in Enzyme. Let time and Enzyme work for you. Please your customers with cleaned and undamaged garments.

Digest first — and save "do-overs", "pass-ups" and "sorry" tags.

Your favorite jobber has Exzyme. Ask him for it.



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PABST BREWING COMPANY
Industrial Products Division
221 N. La Salle St., Chicago, Ill.



the world's finest spot remover

Management Field Conferences: Seven two-day field conferences by management instructors of the NID have been announced for the fall. Each will be a Saturday-Sunday session sponsored by a state association.

Before the series of weekend conferences, the Institute will present the thirtieth management course from September 27 to October 22 at Silver Spring, Md. The following weekend NID will conduct the first fall field conference at Columbia, S. C., under sponsorship of the South Carolina Association of Launderers and Cleaners. The next weekend, November 6 and 7, the Oregon State Dry Cleaners Association will sponsor a conference in Portland. The California Dry Cleaners Association will sponsor conferences the next three weekends. California conference cities have not yet been announced.

On December 4 and 5 the Texas Laundry and Drycleaning Association will sponsor a conference, and the following weekend, December 11 and 12, the Arizona Dry Cleaners Association will sponsor a management conference in Phoenix.

The NID personnel will return to Silver Spring and the thirty-first management course will begin January 3, 1955, and end January 28.

James B. Dalglish, supervisor of NID management instruction, reports that there are a number of weekend dates open for field conferences next winter, spring and summer.

NATIONAL CLEANER & DYER

ASSOCIATION NOTES

Local Meetings: The Kawartha, Bay of Quinte and Lake Shore Divisions of the Dry Cleaners Institute (Ontario) met recently in Trenton, Ontario. After a welcome by Mayor Ross Burt of Trenton, the drycleaners heard a speech by Bert Ellis, vice-president of the Institute.

At a recent meeting of the Valley Dry Cleaners District Association, in San Antonio, Tex., the group named a committee on constitution and bylaws. Serving on the committee are M. Day Young, Harlingen, chairman; Francis Putegnat, Brownsville, and Paul Napier of Edinburg. Officers of this association are W. P. McMahan, McAllen, president; Oscar Paterson, Raymondville, vice-president, and C. L. Curtis, Mercedes, secretary-treasurer.

##

Local Election: Charles L. Kempf has been elected president of the Jackson (Mich.) Cleaners Association to succeed Barron Hills of Hills Cleaners and Hatters. Mr. Kempf is the owner of Tip Top Cleaners in Jackson.

Other officers elected were: Clare L. Hanes, Murphy Dry Cleaning, vice-president; Gerald W. Stetler, Stetler's Cleaners and Dyers, secretary and treasurer.

##

Oregon Management Clinic: The Oregon State Dry Cleaners Association has scheduled a management conference for November 6 and 7 at the Benson Hotel, Portland. It is expected that operators from Washington, eastern Idaho and eastern Montana, as well as Oregon plantowners, will attend. Instructors from the National Institute of Drycleaning will conduct the course.

##

South Carolina Clinic: Over 350 drycleaning plantowners and their employees attended an educational clinic held by the South Carolina Association of Launderers and Cleaners at Columbia on June 13. The clinic featured methods and equipment for silk, wool and drapery finishing and drycleaning detergents.

Among the highlights of the meeting were speeches and demonstrations by Sherwood E. Rinn, Excelsior Ma-

chinery Company, on silk finishing; Art G. Hoffman, Wichita Precision Tool Company, Inc., on trousers and coat finishing, and Al Graham, R. R. Street & Co. Inc., on drycleaning detergents.

The silk and wool finishing units were presented by E. L. Parks, Butler Manufacturing Company, assisted by

Rembert-Moore Machinery Company and F. H. Ross & Company, Inc., of Columbia.

This clinic was one of a series planned by the South Carolina association and was under the direction of the president, W. B. McWhorter, Spartanburg, and Jake Hill, secretary, Columbia.

Profit from the trend to SMALL HOMES SMALL ROOMS SMALL CLOSETS

Today there are far more family units in ratio to population than in pre-war days . . . and the thousands of new small homes in city and suburban areas have limited closet and storage space. It is fast becoming a trend in modern living to store seasonal clothing outside the home, clearing more space for comfortable living.

What a grand opportunity for profit from the vault storage business! This is an operation that fits so well into the routine of Drycleaning Service. You will be pleasantly surprised at the moderate investment required and HAERTEL will help you all the way from plans to successful operation.

Remember, storage vault space pays a profit ALL YEAR! Furs and woolen clothing, blankets and other household items occupy your vault through summer months . . . and summer things keep bringing rent to you through fall and winter. You'll find, too, that Drycleaning volume is appreciably increased.

WALTER HAERTEL COMPANY

2840 4th AVENUE SOUTH
MINNEAPOLIS 8, MINNESOTA

Walter Haertel Company—2840—4 Ave. S., Minneapolis 8, Minn.

() Send us information that may be helpful to us in planning a storage vault approximately _____ ft. x _____ ft. x _____ ft.

() We will welcome a call from your representative.

Firm _____

Address _____

City _____

Zone _____

State _____



THE VAULTMASTER
U. S. Approved for low insurance rates

HAERTEL OFFERS ALL SIX

1. A complete, self-contained storage conditioner with automatic temperature and humidity control PLUS fumigation and ventilation.
2. Advertising aids to promote business.
3. Operating Supplies.
4. A concentrated training service in Haertel's own fur service plant.
5. A complete wholesale cleaning, repair and remodel service.
6. Advisory service on plant, advertising and service problems.

COLORADO SPRINGS, COLORADO
and the Pikes Peak Hill Climb

go together



Like **STOD-SOL and the**
STOD-SOL Test Bundle SERVICE

TO REACH THE PEAK of success in the drycleaning business, speed and quality are essential. Both are provided by Stod-Sol, the nation's leading drycleaning solvent. Because its action is thorough and effective, Stod-Sol speeds up your plant operations; and the "Test-Bundle" Service--free to Stod-Sol customers--gives a full-time check on the quality of your workmanship. Ask your Stod-Sol distributor for details.

140-F . . .



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PRODUCERS



REFINERS

Anderson-Prichard Oil Corporation

OKLAHOMA CITY, OKLA.

NEWS NOTES

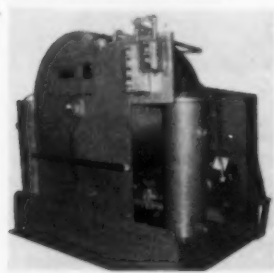
IN THE TRADE

Pressplate Injunction

On August 19, 1954, Judge Carter of the United States District Court, Southern District of California, Central Division, issued a permanent injunction against Marion C. McClinton, enjoining the manufacture, sale and use of specially surfaced pressplates covered by U. S. Patent No. 2,632,968.

The plates covered by the patent will soon be placed on the market, under the name of Cat-Tongue Pressplate, by Davis Specialties, Inc., Evanston, Ill.

Midwest Combination



Midwest Laundry & Cleaning Machinery Company has introduced the Midwest combination washer-extractor in 50- and 80-pound capacities, equipped at no extra cost with dump tanks, button traps and main valves.

The manufacturer reports excellent results with the strong-soap rinse and other methods. The new units feature a two-pocket compartment that gives

the clothes a full 170-degree drop. Manually operated, the Midwest combination washer-extractor is of heavy construction for extraction free of vibration; it requires no special floor. The 50-pound machine weighs 3,000 pounds and the 80-pound unit weighs 4,250 pounds.

Further information on these units is available from Midwest Laundry & Cleaning Machinery Company, 1341 W. Main St., Oklahoma City, Okla.

Drycleaning Pump Bulletin

Copies of a new bulletin on drycleaning pumps are now available from Marlow Pumps.

The bulletin covers the company's self-priming centrifugal pumps used primarily for circulating solvent through washers and filter systems. Various vertical and horizontal pumps are shown with cutaway illustrations that make it easy to understand the self-priming features.

Requests for the bulletin should be addressed to Marlow Pumps, Division of Bell & Gossett Company, at any of the company's plants, located in Ridgewood, N. J., Morton Grove, Ill., or Longview, Tex.

Eaton Stain Remover

R. F. McDonald, sales manager, Laundry and Dry Cleaning Division, Eaton Chemical and Dyestuff Company, Detroit 7, Mich., has announced Eaton's AGX stain remover. The new

product is designed to remove silver stains caused by photographic developing solutions and certain medicines.

Use of AGX is a simplified one-solution treatment. AGX can be applied with a compressed-air spray gun or with a shaker bottle. It is safe on all fabrics, including synthetics, is nontoxic, and is packaged in 1-gallon containers, 4 gallons to the case. The product is especially suited to use by hospitals and linen supply companies to extend the life of articles that are now being taken out of service because of silver stains that cannot be removed.

New Yorker Press



New York Pressing Machinery Corporation, Division of New York Pressing Iron Company, Inc., 880-888 Broadway, New York, N. Y., has introduced the new New Yorker Ultra-matic press.

This fully automatic unit is designed to eliminate 75 percent of the operating motions of the presser while maintaining

the necessary safety factor. Its ease of operation and reduction of fatigue increase production, quality and efficiency, the manufacturer points out. It is also suggested that the new New Yorker is well suited to inexperienced employees since only one pedal is needed to operate the machine.

Piece-Control Brochure

A new booklet that describes the Cornick piece-control tag system is available from Cornick Piece Control Tag and System, 3160 Broadway, Chicago, Ill.

According to M. Cornick, president of the company, the system has the following features: It provides accurate and speedy tagging with as much as 33 percent cut in marking and tagging costs; eliminates losses through error; cuts down assembly labor by 40 percent and assembly space by 50 percent. The system is designed to control all processes the garment undergoes from the time it is accepted until final delivery. The system also provides "controlled finishing": individual lots during peak season; split lots during average season; finishing all parts of a lot and sub-assembling after finishing during slack season.

Step-by-step instructions in the bulletin show how cleaners with routes or stores can use the system without making any changes in plant operation.

Dodge Develops New Truck Engine

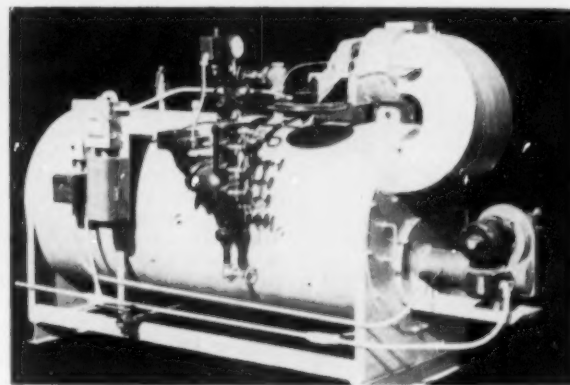


A new 145 hp. Power-Dome V-8 truck engine for Dodge pick-ups, panels and low-tonnage stakes has been introduced by William S. Woolsey, general sales manager of trucks, Dodge Division, Chrysler Corporation, Detroit 31, Mich.

In announcing the new engine, optional in 1/2-, 3/4- and

1-ton trucks, Mr. Woolsey said it offers high road speed with low fuel consumption and exceptional acceleration. The photo above illustrates the 1/2-ton Town Panel, which has a payload capacity of 1,375 pounds, a gross vehicle weight of 4,900 pounds and 155 cubic feet of load space.

Gabriel Introduces Packaged Boiler



A small, completely equipped packaged boiler, to produce all the steam required by laundries and drycleaning plants, has been developed by Gabriel

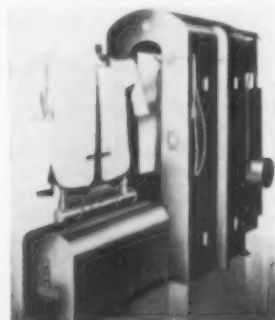
Boiler & Fabrication Company, 1428 N.W. 14th Ave., Portland, Ore.

Designated Model M, the new Scotch-type boiler is made

in seven rated capacities from 3 to 30 hp. and can be adapted for standard light oil or gas and for 100 or 125 pounds working pressure. It conforms to the ASME code and is national board certified.

The oil-fired model is capable of putting out from 104 to 1035 pounds of steam per hour, depending on hp. rating, and the gas-fired model from 138 to 1208 pounds of steam per hour. The 3 hp. unit occupies 32 by 42 inches of floor space and has a shipping weight of 750 pounds.

Cabinet Shirt Press



Western Laundry Press Company, 619 S. Fifth West St., Salt Lake City, Utah, has announced the development of a new improved cabinet bosom-body shirt press.

Nicholas Strike, manager of the company, reports that the new model CBBY gives a quality finish to the front, back and yoke in one lay, automatically, in 15 seconds.

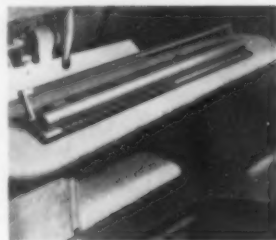
Special features of the new model include high-velocity heads for quick drying and all-steel construction for dependable service. This cabinet model expedites the shirt as a finished product in a compact unit requiring only a cabinet sleeve and a collar-cuff press.

New Taubman Pen



Samuel Taubman & Co., 1 W. 34th St., New York 1, N. Y., has developed a new marking pen with a special green ink for drycleaning only. This item, model GR 50, is designed for use with perchlorethylene and the charged system.

Sweater Blocker



A new sweater-blocking device, the Blok-Rite, has been introduced by John P. Lynch Co., 1401 16th St., San Francisco 3, Calif. The machine is placed on a press and blocks the garment with steam from the press.

Blok-Rite has the following uses: restores elasticity in waistbands and cuffs of any knit ribbing; restores original shape to collars; reshapes shoulder width; contracts or stretches jersey or any loose-woven material; reshapes stoles, and stretches sweater lengths.

With every Blok-Rite machine, the Lynch company offers an initial supply of garment tags and a counter card to advertise the Blok-Rite service. Advertising and promotional layouts are also available.

Explosion-Proof Light



A new explosion-proof lighting fixture with prismatic Holograph reflector allows technicians to perform detailed tasks at hazardous locations without eyestrain. Developed by Crouse-Hinds Company, Seventh North St., Syracuse, N. Y., the fixture transmits only a small portion of light upward through the glass reflector; most light rays striking the reflector's surface are refracted downward to the work area.

For safety where there are flammable gases, the fixture's lamp and wiring compartments are individually explosion-proof. Its cast aluminum construction

can resist internal explosions without damage and its flame-tight threaded joints, which require no seals, prevent the escape of flames or gases into the outer atmosphere.

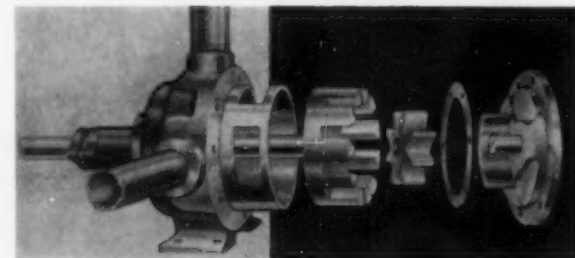
Lustrol Features Whitener

Hi-Lite, a new product distributed in the far Western states by Lustrol Premium Dry Cleaning Products, Co., 1900 16th St., San Francisco, Calif.,

is designed to restore the bright new look to garments by covering each fiber of the fabric with a light-reflecting layer. The material is said to absorb the ultraviolet quality in the product, producing a sheen.

A test conducted by Lustrol indicates that Hi-Lite used in hand-brushing solutions eliminates wet-side bleaching, producing whitening on the dry side with savings in time and labor.

Viking Announces New Pump for Drycleaners



The Viking Re-Nu-It pump, developed by the Viking Pump Company for drycleaning plants, is designed so that any necessary repairs can be made easily.

The unit's name is taken from the Viking Re-Nu-It kit, which is part of the pump. The kit makes possible easy repair of the pump without breaking pipe connections, disturbing the base or moving equipment out of line.

The kit consists of a snapout steel liner, designed to prevent rapid wear on the outside diameter of the pump, rotor and shaft, idler and bushing, head

gasket, head and pin and set of packing. Another feature of the pump is the use of carbon graphite bearings on idler gear and casing. They are made for long service without need for lubrication. An extra-long stuffing box prevents leakage at that one outside point.

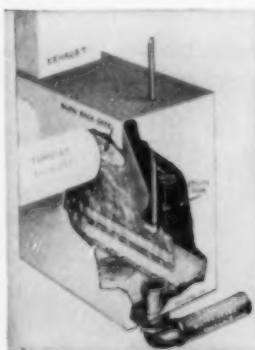
Pumps are available in 20, 35 and 50 g.p.m. sizes, mounted and unmounted, with gear drives, V-belt drive and flat belt drives. Bulletin A200Q, which gives full information on the unit, is available from Viking Pump Company, Cedar Falls, Iowa.

Olson Introduces New Lint Trap

A new lint trap for collecting and disposing of lint directly from the tumblers has been introduced by Olson Mfg. Co., 2579 N. Sixth St., Milwaukee, Wis. This trap is designed to meet requirements of any size of drycleaning plant.

The new trap is said to protect plants from roof-type lint basket fires, to protect health of employees, and keep tumblers at peak performance at all times.

The trap uses the air pressure coming from the tumblers to blow lint against a baffle plate, thereby directing it downward into the water where the lint settles to the bottom. The air travels on through the space between the bottom of the baffle plate and water and out through the exhaust pipe. A specially designed "Blow-back" gate stops the air from blowing back into the tumbler operator's face. The trap maintains



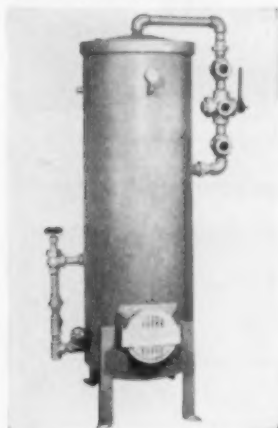
a constant water level of 3 inches with a water inlet pipe and large outlet pipe to prevent clogging.

Stamford Spot Remover

The Stamford Chemical Company, Halloween Blvd. and St. Mary's St., Stamford, Conn., has introduced Flik, a paint,

grease and lipstick remover said to be free of fatty acid and, because of a special chemical ingredient, not to contribute to solvent contamination. The manufacturer states that Flik can remove the newer dyes found in lipstick and makeup products.

New Mercury Filter



Mercury Cleaning Systems, Inc., has started production on its new Monel tubular filters in 1,500 and 2,000 g.p.h. sizes, with a single valve for back-washing and with sludge drier. Monel tubular filters will be standard equipment with the company's automatic perc dry-cleaning unit and optional with Mercury petroleum (manual or automatic) units in both the 36-pound and 48-pound sizes.

The tubular filters and plate filters manufactured by Mercury are listed by Underwriters' Laboratories, Inc., for any size or model of Mercury unit and may be added to any Mercury unit in the field.

New Solvo-Miser



A new Super Fast Solvo-Miser has been introduced by Hoyt Manufacturing Corp., Westport, Mass. Compared with standard Solvo-Misers, the

Synthetic or Petroleum???

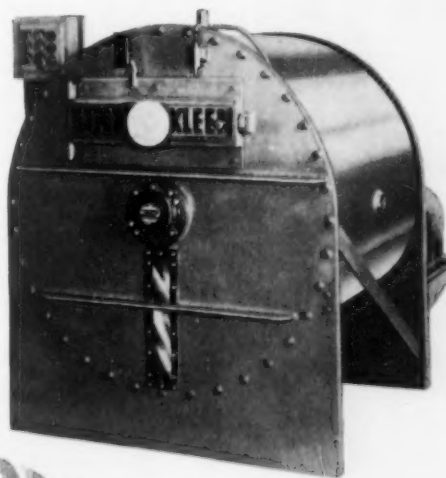
Choice between synthetic and petroleum poses no problem when you select a UNIT KLEEN Combination Washer-Extractor. Either solvent can be used in the UNIT KLEEN*.

And UNIT KLEEN cuts down overhead on *all* your operations. Using either perc or petroleum:

- You save 50% in space. One compact unit replaces large, bulky equipment.
- Your spotting load is reduced considerably because of UNIT KLEEN'S high efficiency "squeeze-and-drop" action.
- You get bigger pay loads . . . with half as much labor.
- You simplify the use of 4% soap — thus reducing spotting.

UNIT KLEEN Combination Washer-Extractors are available in 25, 50, 80, 100 and 150 lb. capacity models — for either petroleum or synthetic.

* UNIT KLEEN, Universal Solvent Model, available with manual or automatic controls.



UNIT WASH CORP.
162 S. WASHINGTON ST.
PLAINVILLE, CONN., U. S. A.

UNIT WASH CORP.
PLAINVILLE, CONN.

Please send me complete specifications on your Unit Kleen combination washer-extractors.

NAME _____
CO. _____
STREET _____
CITY _____ ZONE _____ STATE _____

**FREE
MOTHPROOFING
IS
WONDERFUL
FOR
BUSINESS**

**AND
YOU CAN
AFFORD TO
OFFER IT!**

**WET BASE
(Better Cleaning)**

Hi-Hat
MOTHPROOF CLEANING SYSTEM

This new formula cleans better and faster . . . eliminates objectionable odors. Used in the wheel it saves soap, labor, gives higher percentage of pass-ups . . . and mothproofs as it cleans for only a fraction of a cent per garment!

**DRY BASE
(No Moisture)**

Tops!
ARISTOCRAT
MOTHPROOFING

**COSTS AS LITTLE AS
1/20 OF A CENT PER
GARMENT!**

Feature TOPS, the new charged type dry base mothproofing! Works equally well with either synthetic or petroleum solvents and does not build up odors in the system.

**ASK
YOUR
DISTRIBUTOR
TODAY**

**FREE DECALS
& WINDOW
STREAMERS**

TOPS MOTHPROOFING, INC.
2642 LOCUST • ST. LOUIS 3, MO.

new unit will save up to 50 percent in reclaiming time, according to the manufacturer.

The unit has the following features: condenser coil is easily cleaned without removing it from the machine; solvent outlet is high, permitting gravity flow-back; lint trap is faster and more convenient to change and clean; machine is protected with new finish; automatic electric time cycle system; stainless-steel base and condensing box.

Further information is available from the manufacturer.

New Use for Warco Product



According to reports by Warco Laboratories, Los Angeles, the company's Pre-Oil-Break has been found, in many cases, self-sufficient for removing tannin deposits. Ordinarily, Pre-Oil-Break is used as an initial application for breaking down the elements of oxidized stains, conditioning them to respond readily to mild acid stain-reducing agents. W. A. Ramsey, president of Warco Laboratories, states that Pre-Oil-Break is water-safe to all colors and fabrics, and recommends the use of this product on tannin stains.

Magnesium Garment Truck



A new multipurpose rack truck for handling garments has been introduced by Magline Inc. Designed for lightness and



*keeps your
solvent cleaner
at lower cost*

- Most color removal
- Most fatty acid removal
- Least soap loss

NORIT *The World's Best
Activated Carbon for charged systems.*

L. A. SALOMON & BRO.

216 Pearl St., New York 38, N. Y.

maneuverability, it is constructed of magnesium, to afford the strength and durability of steel equipment at one-third the weight.

The Magliner unit features a hinged center shelf, which increases its adaptability to handling laundry bundles and non-hanging items. It may also be wheeled directly into delivery trucks for use as a delivery rack. Additional features include floor-protective composition wheels and a wrap-around bump rail.

Further information may be obtained from Magline Inc., Pinconning, Mich.

Low-Cost Cash Register



Model X-61, a product of Victor Adding Machine Company's McCaskey Register Division.

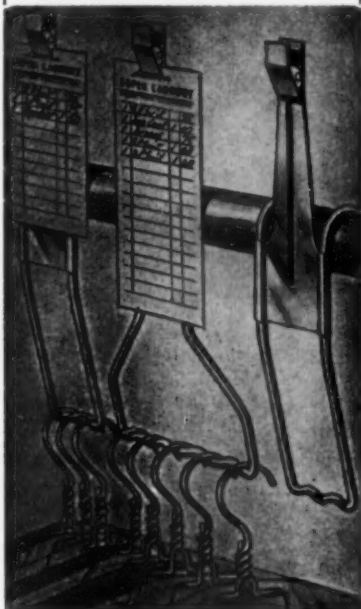
NATIONAL CLEANER & DYER

We GUARANTEE to Stop Your Assembly Problems... 10-Day FREE Trial Offer

Do you want to eliminate ALL misplaced garments... worries, troubles and headaches gone forever?

If you do, we guarantee to straighten out your assembly lines in 10 days or less. And if these famous CRUSH-PROOF Assorting Hooks don't completely satisfy you, return them by parcel post at the end of 10 days and you won't owe us a dime!

Nearly 10,000 cleaners all over the world have made this experiment and have found these Assorting Hooks the perfect answer to their desperate need for a foolproof assorting system.



CRUSH-PROOF Assorting Hooks are guaranteed, also, to speed up your production, increase efficiency, make your assorting girl the happiest person in the world. Corrugated bar holds 3 garments (small hook) and 5 garments (large hook) without wrinkling or crushing. They're foolproof because your ticket is clipped to the hook until garments are checked and bagged.

V & W Equipment Co. has other space-saving, work-saving equipment that is the most durable, longest wearing and most economical found. Write for FREE catalog.

ORDER YOUR CRUSH-PROOF ASSORTING HOOKS TODAY!

(100 hooks service about \$500 weekly volume)

5% discount if check accompanies order

Order Today!

100 Assorting hooks 35c each
Less than 100 hooks 40c each
(specify large or small)

V & W EQUIPMENT CO.

124 S. Blount St.
East Point, Ga.

vision, 3900 N. Rockwell St., Chicago 18, Ill., has been introduced. This low-cost register is equipped with an exempt key for nontaxable sales and a received-on-account key. Also included are three nonadding listing keys for charge sales, taxes and paid-out sums. It also provides four designating keys for clerk or department-identification. The unit registers amounts up to \$999.99 and totals up to \$9,999.99.

The manufacturer reports that this unit can be put to good use wherever there is a steady flow of small cash and charge sales.

Ross Features Control For Solvent Temperature



A new unit, the Benton Sol-Temp, has been developed to control solvent temperatures automatically. It maintains solvent temperature between 75 and 78 degrees Fahrenheit.

Designed for installation with a refrigerant compressor, the Benton Sol-Temp has two complete sets of coils, one for steam and the other for freon. Each filter requires one unit, though more than one unit can be connected to a single compressor. The unit is available with three types of controls: electric (illustrated); explosion-proof pneumatic, or manual.

F. H. Ross & Co., Charlotte, N. C., is the exclusive sales agent for the Benton Sol-Temp and will furnish information on the device.

Detrex Open House

Thirty distributors of Detrex drycleaning equipment will sponsor the second annual Detrex open house on Sunday, September 26, in which actual operating plant demonstrations in about 60 localities will be held.

H. R. Norgren, general sales manager for the Drycleaning Division of Detrex Corporation, Detroit, reports, "This year, almost every drycleaner in America will be able to witness the Detrex two-bath drycleaning

EXACTO Garment Flags

★55 SUBJECTS

★10 COLORS

★550 Different Combinations

ONE DOLLAR PER 1000 Garment Flags

Check Off

The Subjects You Need From the Partial List of Available Flags Listed Below

ORDER TODAY at This LOW LOW PRICE

Choice of ten different colors: red, pink, orange, yellow, green, lavender, tan, white, blue and gray. Stock colors shipped same day. Non-stock colors, priced same as stock colors, but require additional time for shipment. Indicate in order form below subjects wanted and if special color is required. List color wanted.

IDENTIFICATION INCORPORATED

1736 S. Michigan Ave. Chicago 16, Ill.

PLEASE SHIP:

	Stock Color Okay	Color Wanted
<input type="checkbox"/> SPECIAL FOR TODAY	_____	_____
<input type="checkbox"/> ROLL THE SLEEVES	_____	_____
<input type="checkbox"/> PRESS ONLY	_____	_____
<input type="checkbox"/> Please WATER-REPEL	_____	_____
<input type="checkbox"/> This Garment Goes Into STORAGE...	_____	_____
<input type="checkbox"/> Do Not Press	_____	_____
<input type="checkbox"/> CLEAN ONLY (Do Not Press)	_____	_____
<input type="checkbox"/> REPAIRS (Write Instructions)	_____	_____
<input type="checkbox"/> HAND PRESS	_____	_____
<input type="checkbox"/> ORNAMENTS REMOVED	_____	_____
<input type="checkbox"/> SIZING	_____	_____

If you don't see the Flag You Want, Send Sample of One You Are Now Using, we'll duplicate it; AT THE SPECIAL PRICE.

Name _____
Address _____
City _____ Zone _____ State _____

• SOLVINK • SOLVINK • SOLVINK • SOLVINK •

SOLVINK

**REMOVES STAINS SAFELY
IN SECONDS—
NO RUBBING, NO POUNDING**

Rubbing and pounding stubborn stains is harmful to even the most sturdy fabric. Now Solvink eliminates forever this harsh method of spot removal.

Solvink's penetrating action soaks out stains of ink, blood, rust, paint in a few seconds . . . makes spotting quick and easy.


And Solvink is guaranteed safe for all fine fabrics when used according to directions . . . saves time, cuts spotting costs.

Order from your jobber or write us for free sample.

One ½ pint set (2 solutions) . . . \$2.25.
Also economical pint, quart and gallon sizes.
And you can use these companion products profitably, too . . .

- **TANSOL**—for Tannin Stains
- **GREENZYME**—Digestant
- **IODASE**—for Idoine Stains

GREENVILLE CHEMICAL COMPANY
P. O. Box 1087 Greenville, S. C.



• SOLVINK • SOLVINK • SOLVINK • SOLVINK •

process in operation not more than a few miles from his home."

Originated by the Detrex group last year, this event proved so popular that the number of local open houses has been increased from 33 to 60 and the number of partici-

pating distributors from 24 to 30.

Distributors will promote their own local open houses via personal calls upon drycleaners in their territory, direct mail and ads in trade magazines and newspapers. In addition, they will supply representatives to answer technical questions.

Riverside Promotes Odell Virgin



ODELL VIRGIN

Odell Virgin, technical service representative for Riverside Manufacturing Company in St. Louis and the adjoining territory for the past eight years, has been promoted to assistant gen-

eral manager of the company. He will assume many of the duties of J. R. Gadd, who has been president and general manager for 39 years. Mr. Gadd reports that Mr. Virgin's technical and practical background in cleaning plant processes and equipment operation has been and will continue to be of considerable value to Riverside customers.

Leather Cleaner Moves

Certified Leather Cleaners, formerly of Charleston, W. Va., has moved to a new plant at 734 S. W. 22nd Ave., Miami, Fla. Omer Elam, owner of the company, who has been active in local and state associations, resigned his office as vice-president of the West Virginia Launderers and Drycleaners Association on his move to Miami.

Butler Appoints Sales Representatives



WILLIAM C. WILKINSON

William C. Wilkinson has been appointed sales representative for the Dry Cleaners Equipment Division, Butler Manufacturing Company, Kansas City, Mo., according to an announcement by Burrill O. Gottry, division manager. Mr. Wilkinson will be responsible for sales in Tennessee and Kentucky. Before joining Butler, Mr. Wilkinson was associated with a leading soap manufacturer.

At the same time Mr. Gottry announced the appointment of



H. T. LESETH

H. T. Leseth as sales representative in Illinois. Mr. Leseth was formerly associated with S. W. Flora & Associates.

New Suede Finish

A new finish for suede leather has been introduced by Dyo-Chemical Company. Called SuedeLine, the preparation is designed to restore the original color to suede garments.

According to the manufacturer, SuedeLine is economical,

permanent and easy to use; one quart will finish 25 to 30 jackets. The product is available in 12 colors that can be mixed to make any shade desired.

Sanitone Announces Sales Appointments



THOMAS G. DURHAM



G. RICHARD BORCHERDING



C. J. MCGROARTY



ROGER D. GERRITSON



THOMAS J. MULLEN



CHARLES L. WILLIAMS

The Sanitone Division of Emery Industries, Cincinnati, Ohio, has created two new territories for its sales engineering force.

Southern Montana and Idaho, eastern North and South Dakota and northern Wyoming comprise one of the new territories. Thomas G. Durham will head this area.

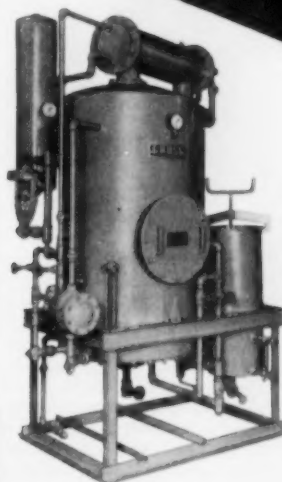
Further information on Dyo-Flex SuedeLine will be furnished by Dyo-Chemical Company, 2200 Central Expressway, S., Dallas, Tex.

The second new territory includes Alabama and counties in Tennessee and Georgia. G. Richard Borcharding, who has been with the Sanitone sales department since 1951, is in charge of this area.

The Sanitone Company has also announced an expanded program in New England.

Three Sanitone engineers will

Both Designed for REMOVING ODORS!



The GROSS VACUUM STILL

positively removes all fatty acids, heavy oils, odors, and foreign impurities suspended and miscible with the solvent. It delivers dry, odorless, sparkling, water-white solvent — in an uninterrupted cycle. Frequent

use of the still is always good cleaning practice and it becomes imperative when you use the "charge system."

GROSSAIR 42" Open-End TUMBLER

like the GROSSAIR 36" and 38" Open-End Tumbler, has been designed to balance great volumes of heat and air for drying and dissipating solvent vapors. And it effectively accomplishes this operation faster . . . in less space . . . at less cost . . . than any other tumbler of comparable size which is available to the industry.



Write, Wire or Phone for details



GROSS
Machinery Co., Inc.
Founded 1923



Originators and Manufacturers of the
World's Finest Dry Cleaning Equipment

183 HALBERT ST.

BUFFALO 14, N. Y.



AL JORDAN



MICHAEL J. BYRNE

now share the territory formerly handled alone by C. J. McGroarty. Mr. McGroarty will service western Massachusetts, northern Connecticut and the eastern strip of New York State counties. Roger D. Gerritson, a new Sanitone engineer, will cover Maine, New Hampshire and Vermont. A third change gives Thomas J. Mullen seven counties of southeastern New York, southern Connecticut and all of Rhode Island.

Charles L. Williams, who recently completed training as a Sanitone engineer, has been appointed to service the Tennes-

see-southern Kentucky territory of Emery Industries' Sanitone Division. Mr. Williams spent the past five years as president and general manager of Sunnyside Cleaners, Inc., Orlando, Fla., and has a wide background in plant management.

At the same time Al Jordan, the Sanitone engineer who formerly serviced the Kentucky-Tennessee area, has been assigned to cover eastern Wisconsin, northeastern Illinois and northern Indiana.

Michael J. Byrne has been appointed Sanitone engineer in a territory consisting of Ne-

braska and adjoining portions of South Dakota, Iowa and Kansas.

Caled Names Two

Caled Products Company, Brentwood, Md., has appointed Reese Ryan as its sales and service representative in the Illinois-Missouri territory, formerly covered by William Cooper. Mr. Ryan has had many years of plant experience in New England and in Panama. Prior to his new assignment, he represented Caled in New York State.

John R. Liebling will cover the upper New York State territory formerly serviced by Mr. Ryan. He has been in the drycleaning and associated industries for the past 10 years and operated his own drycleaning plant before he joined Caled.

Time Savers Appointment

Time Savers, Inc., Montclair, N. J., has announced that John Nakashian is now a member of its sales staff. He is covering northern New Jersey, specializing in drycleaning sales and promotion. Mr. Nakashian formerly owned and operated his own drycleaning establishment.

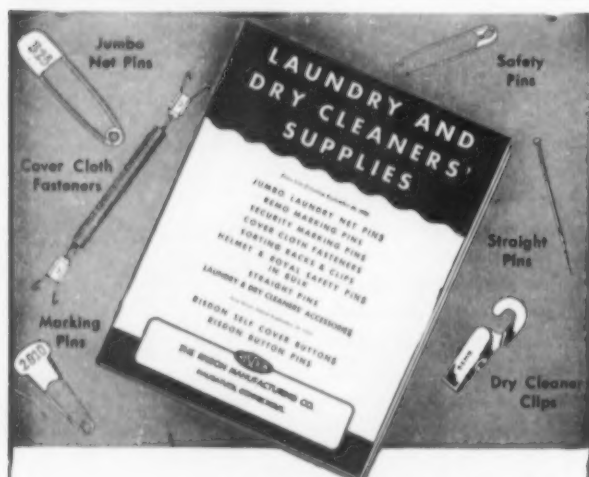
Alrose Appoints Snider



RAYMOND SNIDER

Alrose Chemical Company, Division of Geigy Chemical Corporation, Providence, R. I., has announced the appointment of Raymond Snider as drycleaning technician in North and South Carolina and Virginia. Mr. Snider has had extensive experience in the drycleaning industry, including management and ownership of a drycleaning plant.

In cooperation with the Alrose distributors in that territory, Mr. Snider will assist drycleaners in the use of Alrolene



Ask your dealer for your copy of this NEW
**RISDON
REMO
CATALOG**

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

- ★ Immediate Shipments
- ★ Complete Dealer Coverage
- ★ A Pin for Every Need

THE RISDON MANUFACTURING CO.



HAUGATUCK, CONN.

RI-2

TWIST-EMS
The Original *Hanger Tie*
Clean Clothes Last Longer... Clean Clothes Last Longer... Clean Clothes Last

Stop

**COSTLY MIX-UPS
ON MULTIPLE ORDERS!**

**SAVES TIME AND MONEY
ADDS COLOR, TOO!**

Eliminate time and money consuming delays, driver mix-ups, inconveniences, claims, etc. with TWIST-EMS Hangar Ties. Just a quick twist-of-the-wrist

and GROUP ORDERS are LOCKED into a SINGLE, SECURE UNIT.

These handy, wire re-inforced paper tapes are faster and easier to use than cord or other tying methods, and their colorful, attractive appearance pleases customers, too!

Ask your Supplier or write for Free Samples and new LOW Prices. Include Name and Address of your Supply House.



GERMAIN'S, INC., TWIST-EMS DIV.
Dept. N-9, Los Angeles 21, California

NATIONAL CLEANER & DYER

THE FOG SYSTEM

The TERGIT FOG SYSTEM was developed to practically eliminate wet-cleaning and board spotting and it is best employed in connection with prespotting but is also adaptable in connection with after spotting. In the latter event the garments are run through the dry-cleaning process again.

The TERGIT FOG SYSTEM produces results far beyond what is possible in machine cleaning with a high detergent charge and use of an extraordinary amount of water. Besides, it speeds production at lower cost and it eliminates the hazards connected with using a lot of water in machine cleaning. TERGIT also contains a powerful yet harmless germicide and deodorant and it destroys perspiration and other obnoxious odors without leaving an odor of its own.

The TERGIT FOG SYSTEM can be taught to an inexperienced operator in a short space of time and can be used on all classes of materials except soft woolens and cellulose acetate velvets.

Quick service plants use the TERGIT FOG and PRESPTOTING SYSTEM so that practically all garments go right through without the need of after spotting, wet-cleaning or the necessity of rerunning through drycleaning and then use the TERGIT FOG and SPOTTING SYSTEM on garments that need it followed by rerunning.

TERGIT and the TERGIT FOG PRESPTOTING and AFTER SPOTTING SYSTEM are original developments of Riverside Manufacturing Company. And many cleaners have been using the TERGIT FOG and SPOTTING

SYSTEM with extraordinary success for more than two years. So the product and its use have proved to be of thorough practical value to the drycleaner.

Riverside recommends the use of the TERGIT FOG and SPOTTING SYSTEM in connection with the 1% SUPER SOLTEX charged system of drycleaning and say that if the cleaner will also use Riverside's REE-DRAPE Dry Size to impart new body, feel and finish to lightweight garments particularly, he can do a job that will get and hold new customers and use of TERGIT, SUPER SOLTEX and REE-DRAPE will make him outstanding in his community for he will be selling a benefit his customers can see and feel.

Riverside will send full details on request. Address: 4919-27 Connecticut St., St. Louis 9, Missouri.

PAID ADVERTISEMENT

patented detergents and Alropel dry size and water repellents as well as other Alrose drycleaning products.

International Paper Branch

International Paper Company, New York, has opened a new branch sales office in Cincinnati, according to an announcement by F. H. Savage, vice-president and general sales manager. Located in the Dixie Terminal Building, 49 E. Fourth St., the branch will house offices of the Southern Kraft Paper and Bag Division, the Bagpak Division and the Single Service Division.

Westvaco To Build Plant

Westvaco Chlor-Alkali Division, Food Machinery & Chemical Corporation, New York, has been authorized to build an anhydrous ammonia unit at its South Charleston, W. Va., plant. A certificate of necessity has been issued providing for accelerated depreciation of 45 percent of cost.

The new plant with a capacity of 60 tons per day will use the hydrogen that is a by-product of Westvaco's electrolytic chlorine-caustic soda operations. Completion is scheduled for the latter part of 1955.

Distributors Named by Washex-Olson



HENRY SCHUSTER

Henry Schuster has been appointed Washex-Olson distributor by Washex Machinery Corporation, Brooklyn, N. Y., and Olson Filtration Engineers, Inc., Chicago. His territory will cover Pennsylvania, southern New Jersey and metropolitan New York.

Mr. Schuster's many years of experience in plant management, field service and dry-cleaning consultation serve as background both for his former post as sales manager of Washex Machinery and for his present position as an inde-



PETE STREIFF

pendent distributor. His offices will be in Pennel, Pa., and Lynbrook, Long Island, N. Y.

An exclusive distributorship has been awarded to the newly organized Streiff Machinery Company, 743 N. Fourth St., Milwaukee, Wis., by Olson Filtration Engineers, Inc., and Washex Machinery Corp.

Representing Olson filters and stills and Washex cleaning and finishing equipment, this new company will cover Wisconsin, Minnesota, upper Michigan and northern Illinois. The entire operation will be under the super-

vision of Pete Streiff, founder of the company.

Mr. Streiff was formerly associated with a prominent allied trades firm as sales representative. His extensive experience in plant layout and knowledge of machinery provide a good background for his new business.

Columbia-Southern Names J. B. Harris, Jr.

Appointment of John B. Harris, Jr., as sales representative for the Cleveland district office of Columbia-Southern Chemical Corporation has been announced by W. I. Galliher, vice-president.

A graduate of Duke University, Mr. Harris was associated with the sales office at the firm's Pittsburgh headquarters prior to his Cleveland appointment.

Pennsalt Plans New Plants

Two new plants, which will be major components of the Chemical Specialties Division headed by Albert C. Clem, will be added by Pennsylvania Salt Manufacturing Company, according to George B. Beitzel, president of the consolidated company.

The plants will be construct-

SWITCH TO



Qualitex® foam press pad
and get better pressing
at lower padding cost

Buy a Qualitex foam press pad this week and compare it with the pads you are now using. You will like the better quality pressing and will find that it actually costs less because of the longer pad life.

5 REASONS WHY QUALITEX PRESS PADS ARE YOUR BEST BUY

1 EXCLUSIVE napped synthetic covering prevents pitting and flaking of foam rubber. It also insulates against rubber destroying heat, thus adding to the life of the pad.

2 EXCLUSIVE metal eyelets, with tying wires, allows tight installation. This prevents pad shifting and resultant pad damage.

3 EXCLUSIVE 1/8" metal rods are at-

tached on both sides of pad to insure an even tension over entire surface when pad is installed. This smooth tight overlap will give you quicker vacuum and steam action.

4 SPECIAL pressing pad formula of AIRFOAM super cushioning by Good Year.

5 GUARANTEED for a minimum of four months.

ORDER YOUR QUALITEX FOAM PRESS PAD FROM YOUR JOBBER.



products company

5760 West Grand Ave.,
Chicago 39, Ill.

DRYMASTER

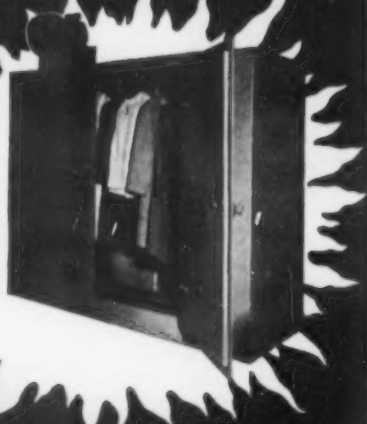
DRYING CABINET

Features exclusive Heatmaster

heating unit with Hopkins

Turbo duct up draft system. Triple "aircel"

Insulation. Sturdy hardware. Sliding or swinging door available.



Write for catalog and prices.

Hopkins

EQUIPMENT CO.
HATFIELD, PA.

ed at Delaware, Ohio, and at Chicago Heights, Ill., to serve as primary regional blending, packaging, warehousing and distribution structures. Among the products handled there will be laundry and drycleaning chemicals.

Davies-Young Promotion

A promotion program to stimulate purchase of "lint-free drycleaning" is scheduled to start September 1 by The Davies-Young Soap Company.

To launch the program an advertisement in the August 30 issue of *Life* emphasizes the advantages of lint-free cleaning as obtained through drycleaners' use of Clean-Charge synthetic detergent.

In announcing the program, John R. Young, sales manager of the Buckeye drycleaning division, stated:

"Since more and more cleaners are using this process, we believe that now is the time to help cleaners sell this service to the public. . . . We have developed a complete program for the drycleaner. He will have window streamers, publicity releases, garment stickers, newspaper mats and radio scripts to use. . . . Every cleaner who uses Clean-Charge will be able to take advantage of this program. . . . Since no drycleaner would have the resources to undertake a program of this type, we believe it is our job to help him get the message of cling-free lint-free cleaning to as many people as possible."

Mr. Young added that since Clean-Charge was first introduced, production has been continually expanded while the Davies-Young research department, under the direction of Dr. Ralf B. Trusler, is keeping constant check on results.

Inquiries on details of the promotion should be directed to the Davies-Young service technicians or to The Davies-Young Soap Company, Box 995, Dayton 1, Ohio.

Kohnstamm Appointments

Edward Kahn, former district sales manager of H. Kohnstamm & Co., Inc., New York, has been named general sales manager of the company's Western division. Mr. Kahn has a record of 40 years of service with the company, having begun his career in 1914 under the late Max Kohnstamm.

At the same time Walter J. Kohnstamm was appointed general manager of Kohnstamm's Chicago office. Mr. Kohnstamm was formerly in charge of finan-

cial administration in the Western division. Mr. Kohnstamm, who joined the company 18 years ago after serving with leading banks, also serves as assistant treasurer of the firm.

Warren C. Malik has assumed the post of assistant sales manager of the Western division. He has been with the company since 1946, when he started in the credit and financial department under W. J. Kohnstamm. In 1949 he was placed in charge of the sales promotion department of the Western division.

Harry Amber Heads Firm



HARRY H. AMBER

Harry H. Amber, formerly general manager, is now president and owner of Amber Manufacturing Company, Los Angeles, having acquired the company from his brother, Y. Amber. The former senior partner, Y. Amber, will assume a semi-retired position but will continue to devise new specialties for the drycleaning industry.

According to the new president, the firm will continue with no basic changes other than modernizing its advertising and selling methods.

Honor Sanitone Salesman



John H. Richdale (left), Sanitone Division, Emery Industries, Inc., received an award for distinguished salesmanship for 1953 from James A. Farley,

chairman of the board, Coca Cola Export Corp., at a recent awards dinner of the Sales Executives Club of New York. Mr. Richdale is a Rochester, N. Y., sales engineer for Sanitone. Only Sanitone's District I was represented in the competition.

About 1,000 sales leaders from as many major firms attended the dinner at which Mr. Farley handled the presentations for the Sales Executives Club.

Admiral Tompkins Opens Sec Sales Meeting



Admiral Tompkins, president of the Sec-O-Matic Corporation, Bloomfield, N. J., a division of General Precision Equipment Corporation, opened a two-day meeting of Sec district sales managers and supervisors recently by outlining the growth and acceptance of the company's synthetic drycleaning systems during the past two decades.

The general meeting, which was conducted by Eugene Kelly and Martin Schmidt, Jr., Sec general manager and sales manager, respectively, was called to formulate an expansion program for sales and production.

Haslanger Joins Stauffer



ROBERT U. HASLANGER

Hans Stauffer, president of Stauffer Chemical Company, New York, has announced the appointment of Robert U. Haslanger to the company's administrative staff. Mr. Haslanger was formerly employed in a sales managerial capacity for a prominent chemical company. He is a member of the American Chemical Society. In his new position, Mr. Haslanger will have headquarters in the Stauffer New York office.

Dicalite Division Expands

Great Lakes Carbon Corporation, Los Angeles, announces that it has acquired a further supply of crude diatomite to insure continued operation of the Waleria, Calif., plant of its Dicalite Division.

The Dicalite Division follows

the policy of multiple-plant rather than single-plant operation to insure dependable and uninterrupted supply of diatomite materials to industrial users. The plant of the Dicalite Division at Lompoc, Calif., built in early 1953, is the newest and largest complete diatomite processing unit built in the last 24 years. The Division's three other plants are at Waleria, Calif.; Terrbonne, Ore., and Basalt, Nev.

Kisco Appoints Jickling



ROBERT L. JICKLING

Kisco Boiler & Engineering Company, 2400 Dekalb St., St. Louis, Mo., has named Dr. Robert Lee Jickling to the staff of the water-conditioning division of the company. A noted chemical engineer and authority on water softeners and water-

THE NEW AUTOMATIC APCO WATER SAVER . . .

for reclaimers, stills, and recovery units.

Water normally enters coils at a cooler degree than needed for best condensing of solvent. The APCO Water Saver efficiently controls the flow of water from the coils so that all of the useable cooling effects of the water in the coils is allowed to be used before new water is permitted to enter. Water is saved. Coil sweating is prevented. Recovery time is actually speeded up by maintaining the proper air temperature in the tumblers.

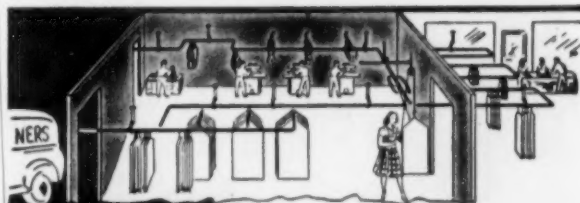
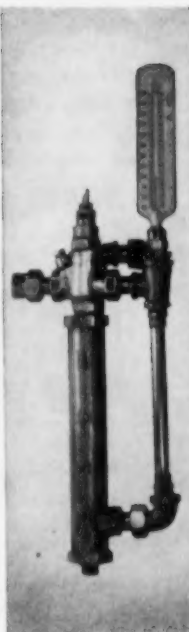
- ★ Users have reported up to 50% savings on water bills!
- ★ Made of durable brass and stainless steel. It cannot rust. No valves to turn. No adjustments needed.
- ★ Engineered so that drycleaners can easily install it themselves.
- ★ Satisfaction guaranteed or your money refunded.
- ★ Order today from your jobber.

ONLY \$79.50

Jobber inquiries invited

APPLIANCE SERVICE CO.

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SAVE UP TO 50%
on HANDLING
COSTS . . .

FREE BOOKLET
SHOWS HOW!



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INSTRUCTION
FOLDER

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shown step-by-step! Shows how
you can install-it-yourself,
using wrench and screwdriver.

White

CONTINU RAIL OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

- We provide the inexpensive patented fittings . . . priced as low as 75c each.
- You provide your own 3/4" or 1" ordinary pipe.
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Free planning service!

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Without any obligation to me, please send complete information on CONTIN-U-RAIL Overhead Rail Systems.

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MACHINE COMPANY Inc.

14th St. & Lafayette Ave., Kenilworth, N. J.

WHY risk your reputation as a fine drycleaner by using inferior chemicals? Use only Warco Products, as thousands do, and be safe, sure and trouble free.

THREE WARCO LEADERS



**SCRAM
BLOOD**

Gallon . . \$5.50



**TEN-MINIT
BLEACH**

10 lb. jar \$8.95



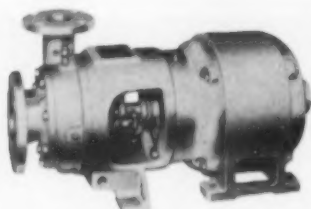
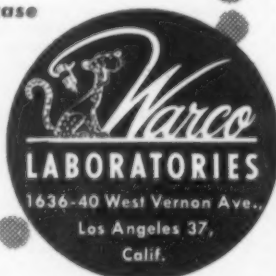
**ALL-COLOR
BLEACH**

10 lb. jar \$6.85

Save a dollar—Buy a case

Order from your jobber
or write direct

ASK ABOUT
OTHER WARCO
PRODUCTS



here's the
ONE!

does the work of **TWO** □ □

or a **DOZEN** □ □ □ □ □ □
replacements! □ □ □ □ □ □

When you buy Ingersoll-Rand Motorpumps and install them in your plant, you're getting more than just a pump. You're getting years of low-maintenance service. Open impellers, top-drawer construction standards, a combination of design features that is unique in the field, and they all add up to peak value for your pump investment dollars. For information about I-R Motorpumps and their importance in your operation-cost figures on dry cleaning, write:

Ingersoll-Rand

11 Broadway, New York 4, N. Y.

9-59

treating problems, Dr. Jickling is the author of several articles on soft water, water treatment and equipment, copies of which are available from Kisco. The company invites queries on water-conditioning problems for Dr. Jickling's consideration.

Columbia-Southern Labs

Columbia-Southern Chemical Corporation, Pittsburgh, has announced plans to build two laboratories at Natrium, W. Va.

According to Joseph A. Neubauer, the company's technical director, the larger building will be used for control and research work related to the chemicals manufactured at the Natrium plant. The staff will be directed by T. W. Heiskell, chief chemist. The second building will house development and pilot plant operations, under the supervision of H. C. Twiehaus, director of development.

Davies-Young Service Pins



KENNETH ROBINSON



LEONARD SCHWARTZ

Kenneth Robinson and Leonard Schwartz have been awarded one-year service pins by the Davies-Young Soap Company, according to John R. Young, sales manager, Buckeye Drycleaning Division.

Mr. Robinson is Canadian representative for the firm and

has been associated with the drycleaning business for 25 years. With headquarters in Toronto, he is now covering eastern Canada.

Mr. Schwartz was associated in the drycleaning business with his father before joining the firm. With headquarters in Springfield, Mass., he is Buckeye representative for New England.

Moses Joins Alrose



RICHARD MOSES

Robert L. Bernstein of Alrose Chemical Co., Providence, R. I., has announced the appointment of Richard Moses as drycleaning technical representative in the New York City area. Mr. Moses has been associated with the industry for the past five years.

This appointment is the first of a new expansion program to put more Alrolene technical representatives in the field.

Safety Plaque Awarded



In recognition of three consecutive years of accident-free achievement, Tru Color Dye Works, 205 Sheffield Ave., Brooklyn, N. Y., has been awarded a bronze plaque by the State Insurance Fund of New York. Tru Color's plaque was presented to the firm's president, Stanley Simon, at a special dinner.

PEOPLE AND PLACES

NORTH EAST



Mr. and Mrs. Malcolm Sankey have purchased J. A. C. Cleaners, Bethel, Pa., and are changing the name of the establishment to Sankey Cleaners.

Leo Menne, owner of Menne Cleaners, Gardner, Mass., has announced plans to move his business to 310 Main St.

James Palutz has purchased Welty Cleaners, 21 S. Potomac St., Waynesboro, Pa., from John Welty.

Louis Mangano, proprietor of Silver Creek (N. Y.) Dry Cleaners, 24 Monroe St., has an-

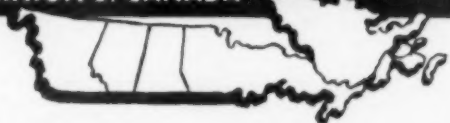
nounced the purchase of Central Dry Cleaners from Philip Depasquale.

Willard Hill and Thomas Griffith have opened Modern 1-Hour Dry Cleaners at 144 S. Main St., Jersey Shore, Pa. Mr. Hill is a graduate of the NID.

Romeo E. Fortier has opened Valley Cleaners at 95 Market St., Northampton, Mass.

Anderson Cleaners, 5 Hunt Rd., Jamestown, N. Y., plans to open its third branch in South Side Plaza, a shopping center now under construction.

DOMINION of CANADA



Roy Payne has leased a building, which he is renovating for use as a drycleaning plant in Marmora, Ont.

The fifth branch of Hub Cleaners, 1421 W. Broadway, Vancouver, B. C., has been opened at 1321 Edmonds, Kingsway.

Gerald Grady has purchased Weldrest Cleaners and Dyers, 245 George St., Peterborough, Ont.

Mr. and Mrs. N. L. Ross have sold Manitou Dry Cleaning,

Watrous, Sask., to Mr. and Mrs. C. X. Spani. Mr. and Mrs. Ross have purchased Sparkle Cleaners in Prince Albert.

Sam Cleiman and Joseph Sam-eski have opened the new plant of Glovers Retex Cleaners and Launderers on Union St., Glace Bay, N. S. Located on the site of the building that was destroyed several months ago by fire, the new plant is equipped with new machinery.

New finishing equipment has been installed in Wiarton (Ont.) Dry Cleaners.

NORTH CENTRAL



George N. Knudsen and Frank O. Margaron plan to open a drycleaning plant in Dwight, Ill.

Paul H. Driscoll has bought Crown Cleaners, Marshall, Minn., from C. H. Burwell.

Mr. and Mrs. Wayne H. Michael are building a new drycleaning plant at the rear

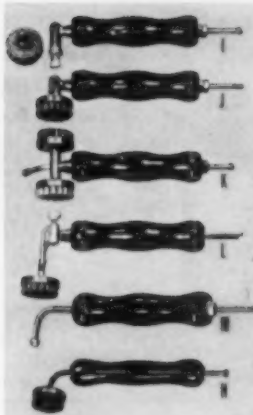
of their establishment, Paris Cleaners, in Assumption, Ill.

H. L. and Lois Strawser have received permission to operate a drycleaning plant on Windsor St., Marietta, Ohio.

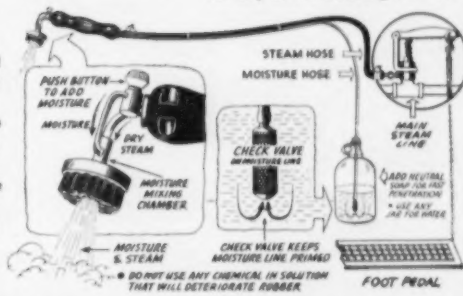
Mr. and Mrs. Alfred Morris, owners of Morris Cleaners, Fredericktown, Ohio, have announced the purchase of a dry-

The World's Finest SPOTTING GUNS

- I. All Purpose Gun \$6.75
—without brush \$6.75
with 1 3/4" brush and adapter 8.75
- J. Deluxe Gun No. 1 7.45
—with jet tip and brush
- K. Deluxe Gun No. 2 9.00
—jet tip and 2 brushes
- L. Moisture Control Gun 10.95
—with suction hose, check valve and brush
- M. Economy Gun 5.00
—with jet tip 6.50
with interchangeable brush
- N. Standard Gun 6.45
—with interchangeable brush and nozzle 1.70
1 3/4" replacement brushes for any of the above guns



RIGHT Complete Pre-Spotting unit—using Moisture Control Gun I as above. Gun, Steam Valve and Foot Pedal with Chain Complete \$21.95



If your jobber cannot supply you, write us direct.

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TIME SAVERS

"Hi-Speed" Rail Fittings

SPEED YOUR ENTIRE PLANT at LOWEST COST!

Easiest to Install—Anyone Can Do It!

Fittings

COST AS LOW AS

74¢ per foot

TIME SAVERS, INC.

83-99 WALNUT STREET
MONTCLAIR, NEW JERSEY

TIME SAVERS

83-99 Walnut St., Montclair, N. J.
GENTLEMEN: Please send without obligation your FREE booklet on TIME SAVERS "Hi-Speed" RAIL FITTINGS

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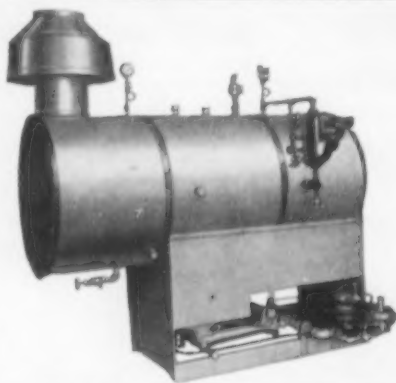
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GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

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Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

37th Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

"Tailor Made"
LAUNDRY MARKING PEN
used by
LEADING LAUNDRIES and DRY CLEANERS

- BLACK, INDELIBLE INK
- GREATER INK SUPPLY
- WON'T WASH OUT
- WON'T DRY OUT
- DARKER, CLEARER MARKINGS
- WRITES SMOOTHLY ON FABRIC OR PAPER
- DISPOSABLE... NO REFILLS

STOP HUNTING FOR FUGITIVES AND STRAYS!

Thru your Jobber or write direct giving Jobber's name.
SAMUEL TAUBMAN & CO., 1 West 34th St., Dept. N, New York 1, N. Y.

39¢

#329
6 1/2" LONG

BOCK EXTRACTOR

Insist On A Bock and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

UNIPRESS ONE-LAY SPORT SHIRT SLEEVER

A Star in any Sport Shirt Finishing Unit

Two shirt sleeves beautifully finished in seconds. Speeds production. Cuts labor costs. Saves floor space.

The **UNIPRESS** Company
Minneapolis 8, Minnesota

cleaning establishment in Gambier, Ohio.

King Cleaners has opened at 27 S. Cass Ave., Westmont, Ill.

Mr. and Mrs. R. J. Holder have purchased Norgard Cleaners, Laverne, Minn., from Mr. and Mrs. Kenny Norgard.

Gene and Don Tangeman have announced plans to move their Coldwater, Ohio, drycleaning establishment to a new location on Mill St.

H. M. Pitman has bought Pitman Cleaners and Tailors, 96 N. Kingshighway, Sikeston, Mo., from his father, J. M. Pitman. H. M. Pitman has been part owner of the business for the past 10 years.

Russell Dieter, owner of Roseau (Minn.) Cleaners, has sold his business to Ralph Youtis.

George and Don Tonner have moved Superior Cleaners and Launderers, recently purchased from Ike Donnelly, to Cullen and Clark Sts., Rensselaer, Ind. They have also installed new equipment.

American Cleaners has moved to a new building in Noblesville, Ind.

Monarch Cleaning Co. is now operating in a new location at 24th and State Sts., East St. Louis, Ill.

Ray Veldkamp has purchased Wentworth Cleaners, Ridge Rd. and Wentworth Ave., Lansing, Ill.

Ray Pence, owner of Pence Cleaners, Columbia City, Ind., has purchased a new building for his plant on S. Line St.

Arthur L. Cecka has purchased Point Cleaners, Mineral Point, Wis., from Earl Dahl. He will operate the business as Art's Cleaners and Laundry and will do the cleaning for his Cuba City plant, Mercury Cleaners, there.

Larry Hartz has purchased Grand Dry Cleaning & Dyeing, 146 N. State St., Westville, Ill., from Louis LeGrand.



Bill and Margaret Taylor have purchased B. & L. Cleaners, 328 Marion, Daytona Beach, Fla., from Bill Lovelace. They plan to call the business Taylor's Quality Cleaners.

celebrate completion of their new building on Seventh St.

Staley Lee Caplan has purchased Peacock House Dry Cleaners, St. Petersburg, Fla., from Harry Dolton.

Starke (Fla.) Dry Cleaners and Laundry has announced the opening of a new branch in Lawtey.

Grier's Dry Cleaning, Central Ave., Mount Holly, N. C., has been redecorated.

Felton and Thelma Bacon, owners of Bacon's Cleaners Drive-In Service, Haines City, Fla., recently held open house to

T. K. Mann, owner of Gusman Cleaners, New Bern, N. C., has announced plans to expand his building.



WPR Spotting Guide Chart

HURRY! HURRY!
GET YOUR FREE
SPOTTING GUIDE
TODAY!

The new handy WPR Spotting Guide Wall Chart tells you how to recognize and remove many different types of stains instantly. Post one over your board—see how much easier and faster you work. Get your guide today!

NATIONAL CLEANERS CHEMICAL MFG. CO.
2807-11 W. LAKE ST. • CHICAGO 12, ILLINOIS

NORTH WEST



Mr. and Mrs. A. E. McGehee have opened Mac's Vogue Cleaners at 117 N. Central Ave., Cut Bank, Mont.

Frank E. Novack, owner of Master Craft Cleaners, 127 E. Baseline, Hillsboro, Ore., has sold his business to H. D. Griggs.

Charles and Louise Novasad, owners of Central Point (Ore.) Cleaners, have ordered new equipment for their establishment.

Mrs. Mabel Conklin and Mrs. Betty Reese have taken over

management of St. Johns (Ore.) Cleaners, 8738 N. Jersey.

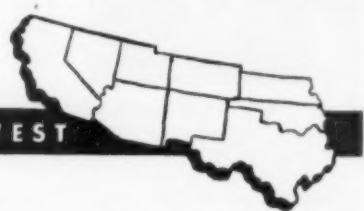
Les Green, owner of Valley Dry Cleaners, Havre, Mont., has announced installation of a new shirt finishing unit.

Joe Murphy and Herbert Moe plan to open a drycleaning establishment in Towner, N. D.

Rudie Smith has sold Quality Cleaners, 104 S. Water St., Silvertown, Ore., to L. Jack Jones.

Dean Ferguson has purchased Martin (S. D.) Dry Cleaners from Mr. and Mrs. L. A. Roth.

SOUTH WEST



Spic and Span Cleaners has announced the opening of a new establishment at 7202 S. Western Ave., Los Angeles, Calif.

Edwin Tompkins has sold Village Cleaners, 15 Lake Highlands Shopping Village, Dallas, Tex., to Leo L. Putzel.

Al Carson, owner of Carson's Crescent City (Calif.) Cleaners, has added new equipment to his establishment.

Leo S. Teachout has opened Leo's Cleaners on Pine Knot Blvd., Big Bear Lake, Calif.

American Cleaners, Fifth and Main Sts., Corona, Calif., has opened a drive-in branch at 935 W. Sixth St.

Mr. and Mrs. E. W. Onstot have announced the opening of Economy Cleaners in a new location at 410 N. Fannin, Denison, Tex.

Rolin England has moved City Cleaners to a new drive-in plant at Fourth St. and Green Ave., Killeen, Tex.

Carl Ingram has opened a drycleaning establishment at 873 N. Mockingbird Lane, Abilene, Tex.

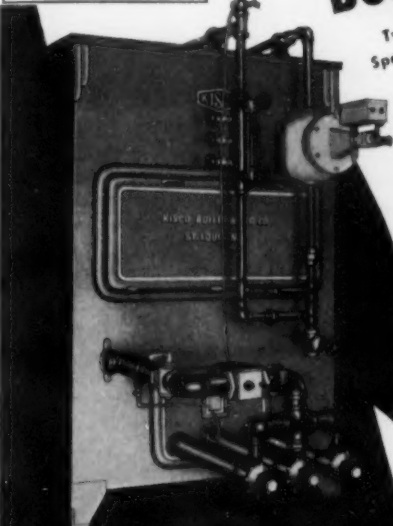
Richard Culling and Erwin L. Berkson have taken over management of Tip Top Cleaners, 1645 W. Van Buren, Phoenix, Ariz. Mr. Berkson was formerly junior partner in the firm with

3-WAY Heat Travel

Gives You Top
Efficiency
and Amazing
Fuel Economy

OIL OR GAS FIRED CABINET BOILER

Two Separate
Specially Designed
Models ...
One for Gas ...
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... Each
Engineered
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Efficiency and
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Many Exclusive
Kisco Features
Have Won
Fame for this
Boiler
Throughout
The World



KISCO BOILER & ENGINEERING CO.

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Take the headaches out of DRAPERY CLEANING with Anderson EASY-LOCK DRAPERY PROTECTOR



SAVES TIME • SAVES MONEY
No Scratches No Torn Fingers

THOUSANDS NOW IN USE! Order today one of the finest tools ever developed for holding drapery hooks while cleaning.

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd., W.E., Jamestown, N. Y.

Gentlemen,
Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for \$12.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

Name.....
Street.....
City..... State.....

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BACK
GUARANTEE**

ONTARIO STEAM BOILERS

POWER STATION EFFICIENCY
IN SMALL SIZE BOILERS

**COMPLETE - COMPACT
EASY TO INSTALL
SIMPLE MAINTENANCE**

1 1/2 to 20 hp - Gas, Oil or Coal
15 to 140 psi

WIRE OR WRITE FOR FULL INFORMATION
ONTARIO IRON WORKS, Pulaski 2, N.Y.
BUILDERS OF ONTARIO BOILERS SINCE 1892



NOW
"The CONVAIR"

Converts your old,
slow-moving
Foot-Press into
a fast, efficient
Air-Operated Press
for only \$300.



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Any spot is the "right" spot for...

"SPOTTER"

The Miracle Pre-Spotter for quick, safe
removal of all types of stains!

- Ideal for any type of fabric!
- Will not clog dry cleaning system!
- Absolutely odorless!
- Money-back guarantee!

Write—
H. Kohnstamm & Co., Inc.
89 PARK PLACE, NEW YORK 7, N. Y.
(Offices in principal cities)



Insurance at COST!

for Thirty-eight Years

"Does your insurance pay you dividends?"

**NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE**
3820 Washington Boulevard, St. Louis 8, Missouri

Herman Greenberg, who has retired.

C. R. Wiley has sold Bonita Cleaners, Monrovia, Calif., to Ray Herold and Carl Walter.

New owners of Don's Cleaners, 231 N. First Ave., Arcadia, Calif., are Bill Kroulik and Don Cochran.

Teague Dry Cleaners, Murphy St., Sunnyvale, Calif., has announced plans to open a branch in the new Sunnyvale Plaza shopping center.

Robert Metheny has opened a branch of Montgomery Village Cleaners at 172 N. Main St., Sebastopol, Calif.

Dr. and Mrs. Paul H. Esslinger have won approval of the

Orange County Planning Commission to establish a drycleaning plant and automatic laundry near Laguna Hill Dr., South Laguna, Calif.

Personalized Cleaning has opened in new quarters at 2117 Harbor Blvd., Costa Mesa, Calif.

Glenn Hodges has purchased Kelly's Tailor Shop, a drycleaning establishment in Rockdale, Tex.

Harold Bonner and Ivy Conder, Jr., have announced the purchase of A-One Cleaners, 709 N. Eighth, Killeen, Tex.

Zenith Cleaners, Clarksville, Tex., has finished remodeling and redecorating its plant on E. Main St.

OBITUARIES



George S. Funk, well-known allied tradesman, died in Cincinnati on July 31. Mr. Funk had been associated with the cleaning industry for 25 years. Shortly after graduation from college he joined U. S. Hoffman Machinery Corp., with which he was associated for 15 years. After joining Emery Industries, Inc., in 1944 as a Sanitone engineer, Mr. Funk became assistant sales manager of the Sanitone Division in 1949.

Mr. Funk was a member of the Cincinnati Valley Scottish Rite Masonry, and was a Shriner. Surviving him are his wife, a daughter and two brothers.

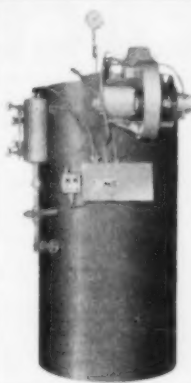
Edwin W. C. Mayer, 63, vice-president and director in charge of the Western Division of H. Kohnstamm & Co., Inc., New York, died of a heart attack on July 30 at his home in Evanston, Illinois.

Mr. Mayer had a record of 42 years of service with the company, having begun his business career in the Chicago office under the late Max Kohnstamm. He was recently elected to the office of vice-president after service on the company's board of directors. Although his health had been impaired for several years, Mr. Mayer continued active in his official capacity almost to the time of his death.

Known and esteemed throughout the drycleaning and laundry industries, Mr. Mayer was a member of the LCATA board of directors from 1941 to 1946 and served as chairman of a number of LCATA's major committees. He was also active in Chicago civic and charitable organizations.

Mr. Mayer is survived by his wife, two daughters and a son.

Michael L. Behm, 62, former owner of Grande Cleaners, Libertyville, Illinois, died recently after a long illness. For three years Mr. Behm was field secretary of the Illinois Dry



FULTON STEAM BOILERS

Oil or Gas Fired—Sizes 4 to 30 H. P.
15 to 125 PSI Design Press

The Fulton Steam Boiler—the life time boiler. No tubes or coils to burn out, no costly repairs and shutdowns.

- ✓ Fully automatic
- ✓ Efficient
- ✓ Fast steaming
- ✓ Compact
- ✓ No tubes or coils
- ✓ Low priced

**FULTON BOILER
WORKS, INC.**

P. O. Box 228 FULTON, N. Y.

Cleaners Association. He was also active in the Lions and the Chamber of Commerce. His wife, two daughters and a son survive.

Pearl Pugh, 58, proprietor of Pugh Dry Cleaners, Akron, Ohio, died recently. Mr. Pugh was a veteran of World War I and a member of the Odd Fellows. Survivors are his wife, two sisters and six brothers.

Ira Weller, 71, founder and co-owner of Weller Service, a Detroit drycleaning company, died recently. Mr. Weller was a member of Ashlar Masonic Lodge and the Detroit Consistory Moslem Temple. His wife and two sons survive.

MEETINGS SCHEDULED

September 19, 20 and 21—Dry Cleaners Institute (Ontario) Limited, Annual Convention, Royal York Hotel, Toronto, Canada

October 10, 11 and 12—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Penn-Harris Hotel, Harrisburg.

October 14, 15, 16 and 17—American Institute of Laundering, Annual Convention, Atlanta Municipal Auditorium, Atlanta, Georgia.

November 5, 6 and 7—Illinois State Cleaners and Dyers Association, Annual Convention, Sheraton Hotel, Chicago.

November 5 and 6—Kentucky State Laundry and Cleaners Association, Annual Convention, Phoenix Hotel, Lexington.

November 12, 13 and 14—Ohio State Association of Cleaners & Dyers, Annual Convention, Neil House, Columbus.

November 20 and 21—Cleansing Plant Owners of Massachusetts, Inc., Annual Convention, Hotel Statler, Boston.

December 3, 4 and 5—Indiana Dry Cleaning & Laundry Institute, Annual Convention, Claypoole Hotel, Indianapolis.

December 5—Wisconsin Dry Cleaners Association, Inc., Annual Convention, Schroeder Hotel, Milwaukee.

1955

March 3, 4, 5 and 6—National Institute of Drycleaning, Annual Convention and Exhibition, Chicago.

September, 1954

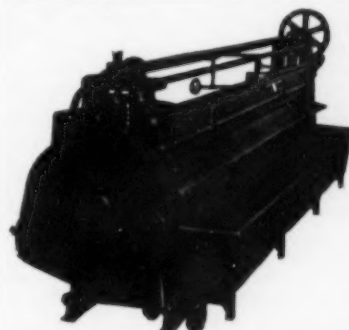
NO LINER NEEDED with GROSS STAR ALUMINUM GRID-PLATES



up to 46"...\$14.85
mushroom... 11.00
over 46"... 19.25
from your jobber

Perfect heat and steam control are attained through the exclusive metal, vent-spacing and pressing surface of Gross Star Plates. No grid plate liner is needed with any press.

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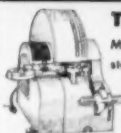
The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

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TAG-O-LECTRIC

Makes, marks and power staples temporary identification tags in one operation. Models for all laundries and cleaning plants.



RIBBON-RITE MARKING MACHINE

Clean, sharp, indelible ribbonized marking. No inking grief. Always ready for use.

TAG-O-MATIC

Makes, marks and stocks tags. Any code in numbers and letters up to 10 characters.

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The only tag roll that carries operational guarantee for Tag-O-Lectrics and Tag-O-Matics. No. 1 and No. 1/2 sizes.

TAG-O-LECTRIC STAPLES
Rust-resistant or rust proof. Made for power, precision stapling.

WRITE for "FREE BOOKLET" TEMPORARY IDENTIFICATION for LAUNDRIES
TEXTILE MARKING MACHINE CO., Inc. 246 WALTON ST.
SYRACUSE 2, N. Y.



I like my clothes fresh, with
this clean fragrance...

**Cabinet
-San.**

Spray Deodorant

write for FREE SAMPLE

HUNTINGTON LABORATORIES
Huntington, Indiana
Philadelphia 35, Pa. • Toronto 2, Ontario

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 5¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA, CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. REpublic 9-3016. 5814-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 4648-2

DRYCLEANING PLANTS ONLY. Are you buying or selling? Send full details to: Monroe Plons, 459 S. Washington Ave., Bergenfield, N. J. Tel.: Dumont 4-1777. 7004-2

For sale, the only laundry in town of 7,000, North Central Kansas. Nearly new equipment with new drycleaning department. Location owned. Owner ill and must sell, easy terms. H. M. Christensen, P. O. Box 308, Concordia, Kansas. 7020-2

MODERN CLEANING PLANT—retail—in largest city in Alabama. Established for many years. Includes modern fur storage vault and real estate. Net profit in excess of \$30,000. Sell for \$125,000 including real estate. ADDRESS, Box 7028, NATIONAL CLEANER & DYER. -2

STOP HERE: Ideal small retail plant. Averages \$250 week profit. All counter trade, no cut prices. Downtown Albany, New York. Compelled to quit. Price \$12,000, cash \$7,000. Balance terms. ADDRESS, Box 7036, NATIONAL CLEANER & DYER. -2

Drycleaning solvent plant, ideal location in Northern New Jersey. Modern equipment for drycleaning and shirt laundry. Large cash-and-carry business, also routes. Can be purchased with or without building. Established 25 years. ADDRESS, Box 7008, NATIONAL CLEANER & DYER. -2

For sale or lease by non-operating owners, well-established laundry and drycleaning plant located in Raleigh, North Carolina, best city in the South in which to live, make money and rear a family. Correspondence confidential, references exchanged. Reply c/o P. O. Box 1406, Raleigh, N. C. 7018-2

FOR SALE: Exclusive drycleaning plant 27 years same location. Serving best clientele. Will sell business, rent building on long-term lease with first option to buy. You will need \$25,000 cash to close deal. If interested, write or contact Mrs. Charles M. Young, 1216 Third St., S. W., Roanoke 16, Va. 7013-2

Completely equipped solvent plant, \$140,000 gross. Call office, routes, wholesale. Located in one of the fastest growing areas in southern California. Business increasing each quarter. \$20,000 to handle. ADDRESS: Box 5883, NATIONAL CLEANER & DYER. -2

ONE COMPLETE DRYCLEANING, LAUNDRY AND COLD STORAGE PLANT. ADDRESS, Box 7000, NATIONAL CLEANER & DYER. -2

MIAMI, FLORIDA: Wonderful opportunity for responsible parties to purchase this NAPHTHA PLANT, with no cash down. Grossing \$65,000, annually. ADDRESS: Box 5930, NATIONAL CLEANER & DYER. -2

For Sale: Small laundry and drycleaning plant in the heart of Magic Valley, Idaho. Established over twenty years, modern equipment. For complete details and terms, write Buhl Laundry & Drycleaners, Buhl, Idaho. 6085-2

SIX YEARS OLD. INCREASED VOLUME EACH YEAR. GREATER INCREASE THUS FAR IN 1954. BEST LOCATION IN CITY OF 20,000. ADDRESS, Box 7043, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS FOR SALE (Cont'd)

Solvent plant; good west Texas town. Population 27,000. New plant; new 20-hour power boiler; 4 presses; new delivery truck. Established 1947. Gross business 1952 and 1953 better than \$50,000. Employees—7. This is a money-maker. Price \$18,000. Box 1261, Big Spring, Texas. 7044-2

RETIRING OWNER will give fine deal to two young men in his fine Southern California plant doing over \$6,000 per week. \$30,000 required. ADDRESS, Box 7045, NATIONAL CLEANER & DYER. -2

Solvent plant, established 31 years. Property included, two apartments above. Wish to retire. Located south California. ADDRESS: Box 5888, NATIONAL CLEANER & DYER. -2

Well-established solvent plant and shirt unit, northwestern Pennsylvania. Storage vault and rug room; 4 stores; 6 routes; 3 apartments over offices. Equipment in excellent condition. Excellent buy. Write: Box 5927, NATIONAL CLEANER & DYER. -2

FUR STORAGE PLANT FOR SALE

WHOLESALE FUR STORAGE, CAPACITY 36,000 COATS, 5 tiers, large compressor, electric humidifier, complete fur cleaning equipment. \$35,000 cash necessary. Metropolitan New York City. Richard J. Muller, 89-16 184th St., Jamaica 3, N. Y. REpublic 9-3016. 6061-21

PARTNER WANTED

Partner to operate drycleaning plant, shirt laundry. New York City area. Token investment required. State age, educational and drycleaning background and income desired. ADDRESS, Box 6089, NATIONAL CLEANER & DYER. -9

CLEANING PLANTS WANTED

WANT TO LEASE-WITH-OPTION-TO-BUY SMALL SOLVENT CASH-AND-CARRY PLANT. ADDRESS, Box 7026, NATIONAL CLEANER & DYER. -1

CLEANING PLANTS FOR LEASE

LEASE PLANT: QUALITY RETAIL PLANT IN INDIANA TOWN OF 60,000 FOR 25% OF GROSS. ADDRESS, Box 7042, NATIONAL CLEANER & DYER. -20

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ATTENTION MANUFACTURERS — — — SOLVE YOUR DISTRIBUTION PROBLEMS. We are presently dealing with many triple A jobbers throughout the U. S. and Canada and are in a position to sell your products to the Laundry and Drycleaning Industries. Increased distribution, sales, and PROFITS can be yours in a short time with our help and active sales crew. ADDRESS, Box 6068, NATIONAL CLEANER & DYER. -19

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ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of SLIP-ON BUTTON AND BUCKLE PROTECTORS. We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. SLIP-ON BUTTON AND BUCKLE PROTECTOR CO., 2610 Clay Ave., Fresno 1, California. 3476-8

BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50; 24 SUEDE LEATHER ELBOW PATCHES, \$4.00; 24 KNITTED CUFFS, \$3.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-8

ANDREA MEASURING CHART, it takes length and width at the same time. CUTS CHECKER'S TIME IN HALF. M. Andreas, 156 East 88th St., New York 28, N. Y. 5828-8

SITUATIONS WANTED

I am a married man in my late 30's, N. I. D. graduate with extensive experience in the drycleaning business. Have all the know-how pertaining to operating cleaning and pressing machines, spotting, hiring and training help, and am presently employed as manager in a very modern drive-in operation. I am looking for a business man who wants to make an investment or needs a man of my ability and qualifications to run his plant for him. I am sober, reliable, sincere and a hard-working family man and do not want any fly-by-night propositions. ADDRESS, Box 7009, NATIONAL CLEANER & DYER. -5

Expert spotter and dyer. Recently arrived from Frankfurt, Germany, where he has had 25 years experience in managing a large cleaning plant. Wishes position as spotter in first-class drycleaning plant. Please write to: Mr. Edmond Neuman, 914 Genesee St., Buffalo 11, N. Y. 7024-5

EXPERT SILK SPOTTER, DRYCLEANER. THOROUGHLY EXPERIENCED IN ALL PHASES OF HIGH-QUALITY DRY-CLEANING. AGE 46, 24 YEARS OF EXPERIENCE. DESIRES PERMANENT POSITION. GOOD REFERENCES. ADDRESS, Box 7025, NATIONAL CLEANER & DYER. -5

Spotter and manager wants position of executive management or assistant to owner. Present employer uses only small portion of my broad capabilities which includes: business management, production engineering, cost analysis, personnel training, incentive standards, etc., in the field of quality laundry and drycleaning and all associated services (rugs, furs, storage, curtains, etc.). Long Island, N. Y., commuting area preferred. ADDRESS, Box 7017, NATIONAL CLEANER & DYER. -5

A-1 silk-wool spotter or drycleaner. 15 years experience. Steady man, reliable, will go anywhere. R. Long, 4155 Mitchell, Detroit 7, Michigan. 7011-5

Laundry specialist, 45 years old, American, steady, sober, married. Best references. Prefer South America. ADDRESS, Box 7032, NATIONAL CLEANER & DYER. -5

SALES SUPERVISOR by one who has been successful in increasing sales through better customer relationship. Own original ideas. Would like a plant now doing \$300,000 volume or up. Experience in all phases of drycleaning for over thirty years. Am willing to locate anywhere. ADDRESS, Box 7033, NATIONAL CLEANER & DYER. -5

Silk spotter thoroughly experienced with the latest fabrics. Sober and dependable, good references. ADDRESS, Box 7034, NATIONAL CLEANER & DYER. -5

Laundry and drycleaning superintendent, steady, reliable, sober, married. 25 years experience. Outstanding references as to my qualifications. Will go anywhere. ADDRESS, Box 7031, NATIONAL CLEANER & DYER. -5

Manager's position wanted, graduate two cleaning schools, highly technical. 20 years in industry, manager's experience, strictly sober. Want something with security and a future. ADDRESS: Box 5671, NATIONAL CLEANER & DYER. -5

MANAGER, N.I.D. GRADUATE, EXPERIENCED IN COST AND QUALITY CONTROL. CAPABLE OF TRAINING ALL PERSONNEL. MUST LEAVE PRESENT POSITION FOR PERSONAL REASONS. PREFER NEW YORK OR NEW JERSEY. ADDRESS, Box 7006, NATIONAL CLEANER & DYER. -5

EXPERT SILK SPOTTER. THOROUGHLY EXPERIENCED IN HANDLING EVENING GOWNS AND WEDDING GOWNS. CAPABLE OF MANAGING PLANT. ADDRESS, Box 7040, NATIONAL CLEANER & DYER. -5

SALESMEN-DISTRIBUTORS WANTED

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y.

JOBBERS—DISTRIBUTORS for PADS, COVERS and FLANNELS OF BEST QUALITY and FULL CUT. Write for samples and low prices to E. L. RUBIN Mfg. Co., 4 Monroe Street, Pittsfield, Mass. 5920-14

DISTRIBUTORS-JOBBERS—several territories still open for progressive organizations who can take advantage of the finest line of speed rail fittings and accessories on the market today. Write giving details and area covered. FLOW-MASTER, 520 Third Ave., Brooklyn 15, N. Y. 7035-14

DISTRIBUTORS—JOBBERS for wire garment hangers. Exclusive territories still available. DIAMOND WIRE HANGER CO., CLAIRTON, PA. Mfrs. of Wire Coat Hangers. 5669-14

HELP WANTED

Working foreman or forelady for spotting and finishing departments. Indiana plant doing \$2,000 weekly. Good salary and incentive. Please give age, experience and references in reply. ADDRESS, Box 6079, NATIONAL CLEANER & DYER. -7

All-around man, quality drycleaning plant. Knowledge of all phases of drycleaning. State age, experience and salary expected. ADDRESS, Box 7029, NATIONAL CLEANER & DYER. -7

Laundry-drycleaning manager for modern New England family plant. Must be progressive, energetic and have complete knowledge of every phase of laundering and cleaning. Salary no object for qualified man. ADDRESS, Box 7014, NATIONAL CLEANER & DYER. -7

EXECUTIVE—DRYCLEANING DEPARTMENT SUPERINTENDENT for a large chain in Metropolitan New York. Applicant to qualify must have had previous experience running a large operation. This is a management position. Department already has able group of working supervisors. Applicant must be an executive, a good organizer, a good leader and a creative thinker. Salary \$7,500 a year or more commensurate with ability. Write stating all qualifications and personal data in detail. ADDRESS, Box 6081, NATIONAL CLEANER & DYER. -7

Spotter, quality retail synthetic drycleaning plant, able to maintain Prosperity machine. State age, experience and salary expected. ADDRESS, Box 7030, NATIONAL CLEANER & DYER. -7

Excellent opportunity with established firm in Albany, N. Y., for thoroughly experienced spotter and working foreman, quality plant averaging six employees. Give details in first letter. ADDRESS, Box 7016, NATIONAL CLEANER & DYER. -7

WORKING MANAGER FOR QUALITY RETAIL PLANT IN EASTERN INDIANA, ABLE TO BUILD BUSINESS. SALARY PLUS COMMISSION. ADDRESS, Box 7041, NATIONAL CLEANER & DYER. -7

TRAINING SCHOOLS AND INSTRUCTIONS

HUBBARD DRYCLEANING & REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wet cleaning and dyeing. Study while you work and do both to advance yourself. Catalogue sent on request. A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932. 5902-15

LEARN REWEAVING. Genuine, single-thread, invisible FRENCH REWEAVING does not require special latch needles, special instruments or tools. I am in the business, teach our weavers and know. Why be fooled? Completely illustrated texts, instructions—Basic French weaving \$15. Advanced French weaving \$10. Piece weaving (includes two instruments) \$15. Our simple, illustrated instruction sheet on piece weaving (overweave, inweave, etc.) plus one instrument, only \$5. All the texts and two instruments \$30. Send for free information. E. C. O'Hagan, c/o Weave Masters, 413 Race Street, Cincinnati, Ohio. 5286-15

DO INVISIBLE REWEAVING IN YOUR OWN SHOP. Tremendous profits for you by giving your customers finest work AND prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to \$10 in an hour. Learn in days with the original Fabricon method. First in the field. A professional course. Write for FREE details. FABRICON, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 5903-15

ON-THE-JOB INSTRUCTIONS IN YOUR OWN PLANT BY QUALIFIED N. I. D. GRADUATE WITH YEARS OF EXPERIENCE TRAINING PERSONNEL IN SILK FINISHING AND SPOTTING. FOR INFORMATION, ADDRESS, Box 7023, NATIONAL CLEANER & DYER. -15

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LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on Men's & Women's garments. (3 Separate Books.) Free booklets describing these books sent on request. Resident Courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-18

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DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost. Write for free samples. Reba Martin Co., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

Carpeting and upholstered furniture cleaned for the trade. New York Metropolitan area. Famous Curtain Cleaners, ESplanade 6-5151. 6022-10

MACHINERY FOR SALE

Hoyt Solvo-Miser 40# perc model, good condition. Can be seen in operation, price \$650. Kenmore Cleaners, 175 N. Allen St., Albany, N. Y. 7021-4

Drycleaning washers, 2—36 x 44", maple cylinders, belt-driven. Will sacrifice for \$40 each. Also 5 H.P., 60 cycle, 3 phase Wagner motor. Verbeyst Cleaners, Tulane St., Princeton, N. J. 7022-4

80 lb. washer—extractor, petroleum, two-bath machine used 8 months, \$2,500. Superior Cleaners, 26 Academy St., Forestville, Connecticut. 7012-4

Small Hoffman petroleum unit, 3 years old. Perfect condition. For a good buy write to Whisler's Cleaners, 531 Broadway, Hanover, Pa. 7010-4

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